

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. LVII. NEW YORK, DECEMBER 12, 1906. NO. 11.

ADVERTISERS know that the men on the farm made money—big money—this year. They had a prosperous year and can, therefore, spend. But who will handle the purse strings? The women, of course. They buy everything used in the farm home, and have a say-so on every other purchase that is made.

## *The Purchasing Power of 600,000 Farm Women*

IS REPRESENTED BY

# THE WOMAN'S FARM JOURNAL

¶ This is a publication that has justly held the confidence of the farm women for 16 years. The one that they eagerly look forward to each month for the reason that it is brimful of topics that interest them, and—most important of all—contains only reliable advertisements. Now is the time for you to place your proposition before them. Two-thirds at least of the available advertising space this year will be taken up by old advertisers. They all key their ads and come back early because they know that *The Woman's Farm Journal* as a result-producer is second to no publication in its field. The rate is the lowest anywhere. Only \$2.00 per agate line for over 600,000 copies—PROVEN, or no pay. The average per issue for 1905 was 629,084 copies.

### Forms Close 20th to 25th of Preceding Month

¶ Copy should be sent in early to insure insertion as well as good position treatment. ¶ For sample copy and further information address **A. P. Coakley**, Advertising Manager,

## THE WOMAN'S FARM JOURNAL

(Largest Farm Circulation in the World)

Chicago Office, 1700 First Nat. Bank Building  
New York Office, 1703 Flat Iron Building

St. Louis, Mo.

## "NOT ONE COPY MAN IN A THOUSAND,"

says a writer in *Printers' Ink* of November 28th, "has any idea of the fundamental principle of real display," and after a glance through various magazine advertising pages, he shows "as examples of space well filled," four advertisements—two of them reproductions of "1847 ROGERS BROS." advertisements. This advertising has always been considered of high order, yet

**The increase in sales of "1847 ROGERS BROS." during the past year proves that the goods must be of as high order as the advertising.**

As far as can be estimated, the *increase in sales in this brand* during 1906 will amount in dollars and cents to almost as much as the *total sales* of any other *brand* of silver-plated knives, forks and spoons not made by this company.

"1847 ROGERS BROS." goods are handled by over 20,000 dealers.

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**INTERNATIONAL SILVER CO.,  
MERIDEN, CONN.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVII. NEW YORK, DECEMBER 12, 1906. NO. 11.

## THE SUCKER INDUSTRY.

JUST NOW IT IS BUSY TURNING OUT MINING STOCKS AND PROMISING FROM 100 TO 30,000 PER CENT. DIVIDENDS—ONLY FOUR DAILY PAPERS IN THE COUNTRY KNOWN TO REFUSE FAKE INVESTMENT BUSINESS—SKETCH OF TWO PROMOTERS—THE FAKIR'S BEST CUSTOMER IS THE DAILY NEWSPAPER PUBLISHER.

The latest "investment" craze is mines.

After going round the grand cycle of oil wells, industrial stocks and inflated real estate, the public has come back to one of its old loves, and is in full cry after mining shares that, in most cases, are said to be worth no more than the paper they are printed on. Daily newspapers over the whole country have suddenly blossomed out with full-page and half-page advertisements of gold mines, copper mines, cobalt mines and even a soap mine! Shares are selling anywhere from five cents to five dollars. The New York curb market is crowded with speculators, the New York Stock Exchange has refused to put its seal of approval on any mining security, the real investing public of Wall Street is financing real mine ventures, the cheap periodicals read in barber shops are publishing announcements of promoters so cunningly disguised as not to be distinguished from their bone fide articles by the most wary (if such periodicals ever publish bona fide articles). Two or three conservative dailies have held off, refusing to take this advertising. But the rest seem to be taking anything of the circus investment order, not only business that will

surely swindle their readers, but in many cases advertising that will surely swindle the publisher out of the price of his space.

This boom started with legitimate discoveries of gold in Nevada, and there are still being organized every day mining enterprises that are sound. But the craze has now reached a point where anything in the shape of a mining fake may be launched. Many of the schemes exploited to the public are frauds. Even the curb brokers who deal in such stocks know nothing about them, say the financial writers, but it is laid down as a safe rule that any mining stock widely advertised is unsafe. Legitimate enterprises get capital quietly.

One of the men most likely to have a clear estimate of a boom of this sort is Arthur Koppell, manager of the New York office of the Publishers' Union. This concern is a commercial rating agency for publishers, and investigates every new advertiser who appears asking credit, every new advertising agent, every new scheme. Mr. Koppell has lived through more than one craze of this character, and is not likely to speak without facts to back what he says.

"Boston is a fat hunting ground for fake promoters of every kind," he said the other day. "Boston is also the home of C. F. King. Mr. King is a gentleman resembling Buffalo Bill, and unquestionably one of the best press agents and advertisers in the United States. You sometimes see his portrait in papers like the *Fourth Estate*, and in them he wears an \$8,000 fur overcoat. He is reputed to be wealthy. When the Texas oil dis-

coveries precipitated a similar investment craze some years ago, Mr. King was on the ground early, and organized a company called King-Crothers. Crothers was a Texan who owned oil rights in the Spindletop section. King published twenty-six full-page newspaper ads of the King-Crothers enterprise over the country one Sunday, and on Monday morning the

**AN ADVERTISING SOLICITOR  
WHO PRACTISED WHAT  
HE PREACHED.**

Few men in recent years have scored as distinct success in the advertising field as has C. F. King, of Boston, who, by the way, issues a financial paper in which not a line of advertising space can be bought at any price.

Fifteen years ago Mr. King was a struggling newspaper man, seeking, with more or less success, to persuade other men to buy advertising space in mediums which paid him only a commission for his work.

Gifted with the ability to write ads that brought profit, he concluded that he might as well be an advertiser himself, and so well-directed have been his efforts in this direction that today it seems only necessary for him to insert a modest quarter-page—or less—in half a hundred dailies, to have the dollars of the multitude seek the mails for Boston in such numbers that it requires an army of clerks and an entire floor of the big Journal building to count them up and store them away.

King's success is a matter of gratification to the hundreds of newspaper men who have contemplated it with admiration unmixed with jealousy, because he has always shown himself to be a man of sincere friendships and desire to see "the other fellow" profit as well as himself.

AS THE "FOURTH ESTATE" SEES KING.

crowd lined up before his Boston office resembled that buying tickets at the Hippodrome. Months went on, and the sale of King-Crothers stock too. Then somebody ventured to doubt the stability of King-Crothers, and King printed

twenty-six more full-page ads, stating that the most complete and searching investigation of the enterprise was to be made by a committee of stockholders selected impartially to go to Texas at his expense. Whether this committee ever started, or what it found, if it did, I do not know. But there was no full-page advertisement of its findings. By and by Mount Pelee, down on the island of Martinique, blew its head off, and all the fraudulent Spindletop oil well companies took advantage of the eruption to announce that it had forever stopped the flow of oil in Texas. Mr. King has to-day a beautiful nest of these new Goldfield mining companies.

Another interesting character is a man named Rice, who is behind the L. M. Sullivan Trust Company, of Goldfield, Nevada. The L. M. Sullivan Trust Company, in turn, is behind mining enterprises like the Bullfrog Rush Mining Co., As You Like It Mine, Manhattan Mining Co., etc. What these companies are you may guess when I tell you that we have here a bundle of bills against Rice aggregating \$140,000, sent in by newspaper publishers for collection. They represent advertising for old investment schemes engineered by Rice, and needless to say we will never collect a penny. If that is not convincing, then we are prepared to offer proof that this man Rice has served two terms in State prisons.

These two specimens indicate the sort of grafters who are advertising fake investments in the best daily papers in this country. The only papers I can call to mind that have refused King's ads are the Boston *Transcript*, the New York *Evening Post* and *Times*, and the Chicago *Evening Post*. His advertising and that of Rice and all such promoters is offered through advertising agencies who mask the real operators. These agencies are usually as rotten in their principles and finances as the mining sharks themselves, and in the end publishers who print such advertising lose the amount of their bills."

"How many hundreds of thou-  
(Continued on page 6),



¶ The business builders of today are crying for quick action, immediate results. Our fathers made money slowly—stone upon stone. We prefer structural steel, pneumatically hammered, and we want to be millionaires by next year if convenient.

¶ This tendency toward speed is not altogether bad. In so far as it results in direct methods it is good. Advertising is a direct method. By it you can in six months create a demand for your goods, which would otherwise take years to establish, and perhaps eternity. The monthly magazine is quick, but the weekly magazine is quicker.

¶ Could you advance your business by talking each week to three and a half million people of the better sort?

¶ Examine and estimate this week's **SATURDAY EVENING POST**.



THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

sands of dollars have newspaper publishers lost through such swindlers, Mr. Koppell?" payment that went with the account at the beginning of the campaign. There are papers to-day

"Not one cent!" was the reply. that will not give credit to men

## **A Great Business for People of Small Capital to Get Into**

**A Western Company Actually Owns A Soap Mine Which Reduces Cost Almost to Nothing. Enormous Profits for Stockholders. Small Investors Can Buy Stock and Be Protected.**

Strange as it may seem, there actually is a soap mine, though, so far as known, this is the only one. It was found near the town of Ordway, in Nebraska, some years ago. The finders thought it was simply a peculiar earth formation, but a scientific analysis proved it to be a lava deposited there by a geyser eruption for perhaps centuries. This is a geological and scientific fact.

From this plot of ground out in Nebraska a soap is being made that is better, purer, and cheaper than any other soap *Never* made, and it is a soap *Never* made with soap.

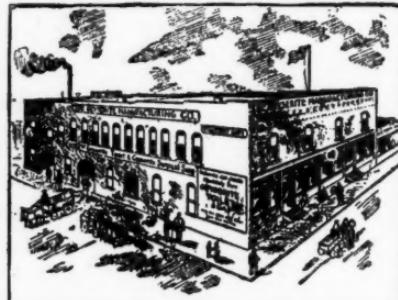
It comes from a "rose bush".

Other soap manufacturers have to buy their soap base from some place. They have to pay to have it made up, the average soap is expensive. The Colorado concern, owing as it does to soap made in its own plant, the cost is so low that it can afford to sell its product at a low price. The soap, which is practically the greater part of every cake of "Glycerine" soap, costs practically nothing.

It was bought at a very low figure. Furthermore, the raw material can be deposited in Denver, the factory for less than one-half cost a pound.

Colorado capitalists bought the property outright, and they that control the only mine known. They have taken their assets and do not want to give up the very earth, and it seems reasonable that further efforts will be made to keep the mine in existence.

Among the prominent Coloradoans who interested themselves especially in the mine are: President and Mrs. George D. Mortenson; Hon. Harry M. Orahood, of the Denver Post; Hon. John L. Hancock, Governor; Hon. Harry C. Elkins, Lieutenant Governor; President Daly, of the Denver Times; Hon. John G. Soule, publisher of the Denver Post; Crawford Hall, publisher of the Denver Daily News; Hon. John C. Clegg, and many others. It will thus be seen that there must be a substantial basis of fact.



Original "Glycerite" Soap Factory Owned by the Co., Present Capacity 20,000 Cakes Daily.

The company, however, has reached that stage in its development where it must spread out. It must build a larger factory and increase its production of that \$100,000,000 worth annually for soap. It will take more working capital, and to secure this capital some difficult decisions will have to be made.

At the present time the company's capacity is only 20,000 cases a day. This wants to increase this to 60,000 or 100,000 a day. This will require a large amount of additional working capital. It will also mean that more salesmen must be put on the road. Such expenses require capital, but the capital needs will be met with larger returns from the increased sales. The company will have to go to the public, and in order to make the proposition attractive to the small investor, the stock can be had way below par at the present time.

**Your Opportunity—Buy Now—35 cts. a Share—Par \$1.00**  
*Only a small lot at this price. The price will soon be advanced.*

**Do not take ANY-  
THING for granted  
—look into the  
matter fully.**

### How You May Buy Stock

50 shares \$17.50 cash or \$3.50 cash \$2.00 per mo. for 7 months  
 100 shares \$35.00 cash or \$8.00 cash \$3.00 per mo. for 9 months  
 200 shares \$70.00 cash or \$10.00 cash \$6.00 per mo. for 10 months  
 400 shares \$140.00 cash or \$20.00 cash \$12.00 per mo. for 10 months  
 500 shares \$175.00 cash or \$25.00 cash \$15.00 per mo. for 10 months  
 1000 shares \$350.00 cash or \$100.00 cash \$25.00 per mo. for 19 months

Address all Communications and Make Remittances  
payable to:

**Fill Out this COUPON and Mail It**

Fill Out This COUPON and Mail It.  
THE GENERAL ADVERTISING CO., INC.

THE GEYSERITE MFG. CO. R. P. A.  
25th and Blake Sts., Denver, Colo.

Gentlemen: Kindly enter my subscription for . . . shares of stock in The Geysrite Manufacturing Co., at the rate of 35 c. per share, par value \$1.00.

value, \$1,000,000.00 minimum, no personal liability.  
Lasting 8-12 years, 8% payment.

Name \_\_\_\_\_

**THE GEYSERITE MANUFACTURING CO.,**  
25th and Blake Sts., Denver, Colo.

#### MEET ME AT THE SOAP MINE.

"On the contrary, they have made hundreds of thousands through acceptance of advertisements that they knew to be fakes, taking the like King and Rice for an inch of advertising space, but that immediately sell them all the space they want to buy when payment is

(Continued on page 8.)

**"In  
Philadelphia  
nearly  
everybody  
reads  
The  
Bulletin."**

NET AVERAGE FOR NOVEMBER:

**228,615**

**COPIES A DAY.**

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.



lessly attached that it could not possibly hide the hook from anybody who took the trouble to look twice. Yet it is said that these advertisements are almost invariably profitable—to the advertisers. One or two thousand dollars expended in half-page displays will bring in two or three times the outlay. People are so flush, so many of them have loose money, that out of a hundred thousand, say, who see the advertisement, a certain per cent. will respond without any investigation. Thus, from the swindlers' point of view, the enterprise justifies itself. It pays. But it seems to us to suggest a lamentable lack of economic sagacity on the part of the newspapers. The fake scheme itself is nothing. Any bright office boy could devise that. It is only the publicity which the newspapers give it that makes it effective. That is to say, the swindlers themselves contribute only five parts to the success of the swindle, while the newspapers contribute ninety-five parts. Yet the swindlers get two-thirds of the profits and the newspapers only one-third. This shows a gross economic incompetence on the part of the newspapers. They ought to get a share of the profits proportionate to their contribution to the success of the swindle. Any intelligent bank-clerk can point out to them which of their investment advertisements are gross and self-evident frauds. And if there are others as to which they are in some doubt, it would not be actually ruinous to do a little investigating. They would deal very severely with the capper for a gambling-joint or a fake auction-room who pleaded that he really didn't know what was going on inside."

It would seem as though the newspapers ought to tumble by and by to the plain principle behind magazine growth and prosperity. When a swindler inserts an advertisement in a Sunday paper offering stock with promises of 100 to 30,000 per cent. profit, and sells it at ten cents a share on the installment plan, he is obviously keeping all respectable financial advertisers out of the paper on that day, and also during much

of the week. But he does far worse. The advertising value of a newspaper is not something that the publisher has built up, nor even something that he owns. It is based on the confidence of his readers in the reputable advertisers in his paper. Commonly he views this element as the evidence of a deep and abiding trust in himself. But he is wrong. His reputable advertisers, the department stores, merchants, manufacturers and others engaged in upright businesses, who do as they promise in their printed announcements—these make the valuable thing called pulling power in a publication. What that pulling power, or advertising value amounts to in a few years when it is conscientiously guarded and cherished, may be seen in any of the reputable magazines.

How long before the newspaper publisher will wake up to this?

How long will he continue to be the fake promoters' best patron?

MAKE the do-so of your advertisement just a little better than the say-so. It pays.—*Profitable Advertising.*

PRACTICALLY every copy of **FLORAL LIFE** goes into a home that is owned by its occupants. "There's a reason"—only persons who own their homes are interested in ornamental gardening.

People who live in rented houses seldom subscribe for a floral magazine or buy the plants, seeds and bulbs required for the application of the information given in its columns.

The **FLORAL LIFE** constituency is essentially a home-owning one, therefore—made up of families who have sufficient means to beautify their houses and grounds. That's why the publication gives such good returns to advertisers of high-priced goods.

## HOW ONE BOOK-SHOP ADVERTISES.

In a recent article on "The Decay of the Book-Shop" (PRINTERS' INK, November 21, 1906) it was shown that retail booksellers are infrequent advertisers, and suggested that the bookseller, backing up publishers' liberal advertising of books, could easily hold his own against department store special sales and cut prices. The bookseller has a more complete stock of solid books to offer, a more congenial service, and a better knowledge of books than the department stores.

In connection with this subject these small ads appearing in New York dailies before the holiday season are presented. E. P. Dutton & Co. have one of the largest book stores in New York City. They took two-inch single-column spaces in the *Sun*, *Times*, *Evening Post*, etc., to emphasize advantages of the exclusive bookshop. The ads were short, and each dealt with some vital detail of service. Knowledge of books and readiness to give assistance to persons investigating special subjects made the argument in some of the ads. Prices were advertised as consistently low and uniform. The appropriateness of books as Christmas, birthday and wedding gifts was shown, and one announcement spoke of the exclusiveness of a set or single volume from rare imported editions, as a gift that could not be duplicated. A few books were advertised by title. Comfort of shopping in an exclusive book store was another argument, and as the idea of a book-shop somehow suggests cosiness and perhaps lack of space, the firm stated that its main salesroom extends from 23d to 24th streets, accommodating many shoppers and giving ample room for careful selection. Still another point upon which stress was laid was the completeness of stock. In department stores and many specialty book-shops "We carry it, but it is not in stock—can get it for you" is frequently the reply to an inquiry for a cer-

tain work. This store advertises its attention to keeping stock unbroken, and asserts that such a reply is rarely given to an inquirer.

The advertising began many weeks before Christmas, and was continued daily until the holiday buying season had passed. George Dutton stated that it was the first systematic campaign of the sort ever undertaken by the house. While it has been difficult to trace immediate results, he is confident

Isn't it a good plan to buy your new novels at a book store where you will have an opportunity of glancing over new books of other sorts?

**E. P. Dutton & Co.,**

Twenty-third Street.

Our store is a home of books; a place where you may make their acquaintance and cultivate their friendship at your leisure.

E. P. —

Intelligent service in showing books, or helpful suggestions in choosing them (if asked for).

**E. P. Dutton & Co.,**

31 West Twenty-third Street.

that the effect is going to be permanent. The campaign, though comprehensive, covering such New York dailies as are supposed to reach a bookish clientele, was probably not costly. It might well serve as a model for booksellers everywhere. The bookseller has not only marked advantages in the service and information he can offer, but may also avail himself of certain seasons for short newspaper advertising campaigns when the public

is thinking of books, like Christmas, the spring and fall wedding seasons, the months when women's clubs meet, the tourist and summer vacation seasons. A word fitly spoken at such times about good books would bring immediate returns, and the attractions of a well-conducted book-shop could be depended upon to make permanent patronage. It is said that a bookseller in Springfield, Mass., has succeeded, by nothing more than attention to stock and a comprehensive information service, in holding his own against fierce price-cutting and heavy advertising by department stores.

◆◆◆  
It is a mistake to regard publishers as the beneficiaries of the pound rate of postage. It was a costly innovation for them. In the early days the postage was paid by the subscriber to the local postmaster. When the low pound rate came in, the publishers being required to prepay the postage, they did not add it to their subscription price, but paid it out of their own pockets. To many this was an added expense of thousands of dollars a year; to all, it was a considerable expense. When the rate was reduced from two cents a pound to one, the publisher gave the subscriber the benefit of the reduction in postage and continued to give him both this benefit and that of the fall in price of white paper in the form of lower subscription prices. It was not philanthropy. It was the effect of competition. Daily newspapers went down from five cents a copy to three, two and one; weeklies from three or four dollars a year to one and often to fifty, twenty-five or even ten cents; monthlies from four dollars to three, two or one, and many good ones to fifty, twenty-five and some to ten cents. The benefit has all accrued to the public.—John J. Hamilton.

◆◆◆  
THE attitude of the clerks in the city postoffices all over the country who are charged with the duty of looking after second-class matter has become suspicious and in some cases even unfriendly toward the publishing business, as if every publisher were potentially, at least, a violator of law, lacking only the opportunity.—John J. Hamilton.

## EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31, 1906, The Chicago Record-Herald*

## Gained 2,130 Columns Advertising

*over the corresponding eight  
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

## THE CHICAGO RECORD-HERALD



LAFAYETTE YOUNG, Publisher  
of the CAPITAL.

## THE DES MOINES CAPITAL

has the largest circulation  
in the State of Iowa.

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

## PASSING OF THE FAC-SIMILE LETTER.

Fac-simile typewritten letters are still produced and mailed by the million, the hundred millions, the billion, every year. But discriminating advertisers are beginning to seek something else, leaving this imitation of an actual letter to those who, like the mail-order men, have a clientele that does not attach much importance to how a business story is presented.

The typewritten form letter has been carried to great perfection by mail-order houses. If any man is curious about follow-up methods let him draw the fire of several prominent mail-order houses by inquiry. He will receive their propositions not only in most alluring language, assuring him that he can easily make ten dollars a day selling soap on the club plan, or save twenty-five per cent on all his purchases by patronizing a catalogue house, but he will be addressed by name in so expert a style that only a knowledge of how follow-up forms are produced and mailed reminds him the communications are not written to him in person. His name and address are not only typewritten at the top of each letter, but probably at the bottom and in one of the central paragraphs. To accomplish this, a paragraph or two are left blank in printing the letter forms, and then typewritten in full by the advertiser's hand-maidens with ribbons that match the printing perfectly. The whole production concludes with a "Now, Mr. Smith" that must establish the chummiest feeling between advertiser and recipient in the rural districts.

But, alas for human frailty! However clever the advertiser may be in concocting these little personal touches, he has to employ girls to do his typewriting. The first missive comes to you properly addressed to Smith, and perhaps the second. But by the third the maiden begins to falter. She addresses you as Smit, and in the next as Schmidt, and then as Smithers, and in the next confides

the firm's extraordinary offer to "Now, Mr. Schlitz." After half a dozen changes have been rung on your name the advertiser drops you for a time. But don't imagine he has forgotten you. Six months, nine months or a year later you receive some morning a long official envelope from him which, being opened, discloses a handsomely lithographed certificate appointing you his local agent, under the name of Schultz, and another typewritten form letter informing you, as Mr. Seltzer, that having failed to hear from you in reply to former proposals, it has been decided in your case to waive the rules of the firm and appoint you the agent at once. You can get right out to-day getting orders and earning that \$10 per.

In this field the counterfeit typewritten form letter will doubtless hold its own as long as there are typewriters. Nothing else is possible mechanically with such vast editions as are required by a large mail-order house in its follow-up work. But, while many advertisers who send out small editions of circulars to select lists will have as great an affection for the typewritten form letter, there is now a considerable secession from it, as something too transparent to be sent to business men and educated women. One New York agency has made it a rule never to prepare a fac-simile typewritten letter for a client, no matter how much he may want one. As its clients advertise altogether to business men, bankers, women in well-to-do classes, etc., there is a good deal of wisdom in this rule.

What takes the form letter's place?

A fine printed circular, usually. Sometimes this circular is a type effect on heavy vellum or parchment, and again a photogravure or copper-engraved production, printed on hand-made paper with rough edges. High-class stationers now sell little sheets of hand-made paper, in white and tints, made especially for social invitations and fine advertising work.

These small sheets are made in the United States—Pabst old style being one of his productions, and the Village Press old style another. He has made lettering an art, and his work in this line is thoroughly elegant and impressive. Mrs. Goudy and he have a small printing shop at 222 Fourth avenue where they design such effects and print them with their own hands, using a hand-press and wetting the individual sheets before impression in an old-fashioned way. Their work is necessarily confined to small editions, but with a certain restricted group of metropolitan advertisers it is in good demand.

Upon paper such as these varieties the bank or trust company, architect or decorator, florist or modiste, may print a discreetly worded announcement illustrated by a genuine photogravure. In opening one of its new stores in the Wall Street district, for example, the Royal Cigar Company, a branch of the trust, sent out such an announcement with a fine photogravure of the new shop. It went to bankers and brokers. Sometimes a copper etching of great artistic merit is used. Even the circular printed in type has the advantage not possessed by any fac-simile typewritten form letter of being consistently illustrated. But the chief object in eschewing typewritten forms is to get away from a hackneyed idea, and one that is palpably false, whether it deceives the recipient or not.

One of the most advanced printers in New York, Fred W. Goudy, gives a good deal of his time to the production of this high-class advertising matter in small editions. Originally a printer of de luxe editions of books for select circulation, he has turned his hand to lettering circulars throughout. Mr. Goudy is said to have designed more type faces than any other individual in

#### KNEW MORE THAN RODGERS.

Some years ago a man who was in the business of selling machinery for making bricks brought to *Harper's Magazine* an advertisement of his brick-making machinery. The magazine's advertising manager begged him not to spend his money advertising a thing like that in a general magazine like *Harper's*. "It won't pay you," said the advertising manager. "And years of experience have shown me that it does not pay a magazine to take money for an advertisement which one knows will not bring results to the advertiser."

"Then, do you decline to accept this advertisement?" asked the machinery man.

"No; but I warn you that it won't pay. And because it does not pay, you become dissatisfied, we feel that we have not given a fair exchange for your money, and so nobody is pleased."

"Nevertheless," said the man, "I think I know my business, and I want to take the risk."

So the advertisement went in—and, sure enough—the man did know his business. He repeated his advertisement, because the first one paid, and so on. He knew the pulsing power of a great magazine better than the man close to it.—*Harper's Monthly*.

An American consul in China was much pleased because of the brisk demand for American trade catalogues. "I would especially like those with thick leaves," a caller said one day. This aroused the curiosity of the consul, and on investigation he found that the catalogues were wanted as inside soles for shoes.—*New York Post*.

**THE  
OUTER'S BOOK**  
A Magazine of Outdoor Pastimes.  
**HANDSOME JANUARY NUMBER**  
Forms Close December 15th  
Publication Office—Milwaukee  
New York Office—Temple Court

THE BRIGHT & VERREE  
AGENCY.

The Bright & Verree agency was established in 1891 and two years ago was incorporated with the following officers:

J. E. Verree, president and Chicago manager; Henry Bright, vice-president; Thomas E. Conklin, secretary and treasurer and New York manager.

Since the incorporation of the company Mr. Bright has not been actively engaged in the business on account of ill-health.

Thomas Conklin's first experience in newspaper work was in the National Advertising Agency, under the management of Herman



MR. THOMAS CONKLIN.

Lee Ensign. Starting at the lowest position he worked up to office manager, but the death of Mr. Ensign interrupted the progress of the agency. After it had dissolved, Conklin connected with one of the largest New York special agencies and twelve years ago, at the age of 22, he entered the service of Bright & Verree.

It is worthy of special note that eight of the twelve papers which Mr. Conklin represents in the East are in the habit of issuing reports of copies printed. The complete list follows, headed by the eight papers that submitted

statements to Rowell's American Newspaper Directory, 1906 edition: Albany *Times-Union*, Denver *News*, Denver *Times*, Toronto *Globe*, Omaha *World-Herald*, Tacoma *News*, Grand Rapids *Herald*, Dayton *Journal*, Water-town *Times*, Buffalo *Times*, Detroit *Journal*, Pittsburg *Leader*.

MAKE A FAMOUS AND WELL-ADVERTISED BOOK.

About a hundred years ago, two country printers came from western Massachusetts and toiled early and late to build up a business as retail book-sellers in Springfield. Their first publications were the "Child's Guide" and "The Village Reader," compiled by the older brother, George Merriam, and thus it was that the firm of G. & C. Merriam became established. Soon after the death of Noah Webster, the young publishers purchased the unsold edition and publishing rights of his dictionary, and employed Professor Chauncy A. Goodrich, Mr. Webster's son-in-law, to re-edit the book.

In 1828 Webster's first edition was issued, two bulky volumes, which sold for twenty dollars. Thirteen years elapsed before another edition was produced, although only 2,500 copies were originally printed. In 1841 another edition was prepared, and again only a small sale was obtained for it. In 1843, the great scholar passed away, before his mighty work had reached the zenith of its fame as a world authority.

The edition published in 1874 by the Merriams, in one volume, at six dollars, brought the work into popular favor, which has since steadily increased, and the Webster family were paid in royalties something like a quarter of a million dollars, although the copyright for the unexpired term had been purchased at \$3,000 by G. & C. Merriam.

There were dark days, however, for the three brothers (Homer, the youngest, had afterward been added to the firm); but they pushed forward pluckily, believing in the great life work which they had undertaken. In 1864, the well-known *Unabridged Dictionary* was produced, and all the other editions were then withdrawn from the market.

O. M. Baker, who began his work in 1877, and has been closely identified with the great successes of the company in later times, is its president. The last of the three brothers, Mr. Homer Merriam, did not retire from the presidency of the company until he had reached the ripe age of ninety-two. He is still living.—*National Magazine*.

**The Travel Magazine**

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

Birmingham. Ledger, dy. *Average for 1905, 22,069. Best advertising medium in Alabama.*

Montgomery, Journal, dy. *Aver. 1905, 8,677. The afternoon home newspaper of its city.*

## ARIZONA.

Phoenix, Republican. *Daily aver. 1905, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.*

## ARKANSAS.

Fort Smith, Times, dy. *Act. av. 1905, 2,781. Act. aver. for May, June and July, 1905, 4,227.*

## CALIFORNIA.

Mountain View, Signs of the Times. *Actual weekly average for 1905, 22,530.*

San Francisco, Pacific Churchman, semi-mo.; Episcopalian. *Cir. 1905, 1,427; May, 1906, 1,700.*

San Francisco. Sunset Magazine, monthly; literary; 192 to 234 pages, \$5. *Average circulation ten months beginning December, 1905, 64,500. Home Offices, Ferry Building.*

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. *Actual aver. for 1904, 10,926, for 1905, 11,658.*

Denver. Post. Like a blanket it covers the Rocky Mountain region. *Circulation—Daily 55,915, Sunday 74,605.*

 \* The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Bridgeport. Evening Post. *Smart dy. av. 1905, 11,025, now over 12,500. E. Katz, Sp. Agt. N. Y.*

Meriden, Journal, evening. *Actual average for 1905, 7,587.*

Meriden. Morning Record and Republican, *Daily average for 1905, 7,578.*

New Haven. Evening Register, daily. *Actual av. for 1905, 15,711; Sunday, 11,811.*

New Haven. Palladium, dy. *Aver. 1904, 7,857; 1905, 8,636. E. Katz, Special Agent, N. Y.*

New Haven. Union. *Average 1905, 16,209. 3d. quarter 1906, 16,445. E. Katz, Sp. Agt. N. Y.*

New London, Day. *evg. Aver. 1905, 6,109; 1st 6 mos. 1906, 6,063. E. Katz, Sp. Agent, N. Y.*

Norwalk. Evening Hour. *Daily average guaranteed to exceed 5,100. Smart circulation statement furnished.*

Newark. Bulletin, morning. *Average for 1904, 5,650; 1905, 5,920; now, 6,583.*

Waterbury, Republican, dy. *Aver. for 1905, 5,648. LaCoste & Maxwell Spec. Agents, N. Y.*

## DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1905, 35,550 (G.G.).*

## FLORIDA.

Jacksonville. Metropolis, dy. *Average 1905, 9,950. Oct. 1906, 9,407. E. Katz, Sp. Agt., N. Y.*

## GEORGIA.

Atlanta. Journal, dr. *Av. 1905, 16,028. Sunday 47,918. Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 57,977; semi-wk., 74,281.*

Atlanta. News. *Daily aver. first six mos. 1905, 24,668. S. C. Beckwith, Sp. Agt., N. Y. & Chi.*

Atlanta. The Southern Ruralist. *Smart aver. first six mos. 1905, 62,966 copies monthly. Beginning Sept. 1st, 1906, 70,000 guaranteed, semi-monthly.*

Augusta. Chronicle. *Only morning paper, 1905 average, 6,048.*

## ILLINOIS.

Aurora. Daily Beacon. *Daily average for 1905, 4,540; first six months of 1906, 6,245.*

Carrie. Citizen. *Daily average first six months 1906, 1,529.*

Chicago. Bakers' Helper, monthly (\$2.00). *Bakers' Helper Co. Average for 1905, 4,100 (G.G.).*

Chicago. Breeders' Gazette, wy.; \$2.00. *Aver. circ. 1st 6 mos. ending Nov. 28, 1906, 69,667.*

Chicago. Dental Review, monthly. *Actual average for 1905, 6,545; for 1906, 4,001.*

Chicago. Examiner. *Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.*

Chicago. Farm Loans and City Bonds. *Leading investment paper of the United States.*

Chicago. Inland Printer. *Actual average circulation for 1905, 15,466 (G.G.).*

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (G.G.)

**Chicago.** Record-Herald. *Average 1905, daily 145,761; Sunday 199,400. Average 1905, daily 116,456; Sunday 204,539.*

17 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Danville.** Democrat, dy. and Sun. ex. Mon. *Sworn act. net for Sept.-Oct., 1905, 7,602. Flat rate, r. o. p., 3 inches minimum, 12 cents. Classified, min. 25 words, 1c. a word 3 times. More live "Want" than competitors combined.*

**Joliet.** Herald evening and Sunday morning. *Average for year ending July 17, 1906, 6,266.*

### INDIANA.

**Evanston.** Journal-News. *Av. for 1905, 14,040. Sundays over 15,000.* E. Katz, S. A., N. Y.

**Indianapolis.** Up-to-Date Farming. *1905 av., 156,250 semi-monthly; 75c. a line. Write us.*

**Notre Dame.** The Ave Maria. Catholic weekly. *Actual net average for 1905, 24,390.*

**Princeton.** Clarion-News, daily and weekly. *Daily average 1905, 1,147; weekly, 2,327.*

**Richmond.** The Evening Item. *Sworn average net paid circulation for 1905, 4,074; nine months ending Sept. 30, 1906, 4,411; for Sept., 1905, 5,013.* Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

**South Bend.** Tribune. *Sworn daily average, Oct., 1905, 7,586. Absolutely best in South Bend.*

### INDIAN TERRITORY.

**Muskogee.** Times Democrat. *1905, av., 2,881; 3 mos. end. May 1906, 5,215.* E. Katz, Agt. N. Y.

### IOWA.

**Davenport.** Catholic Messenger, weekly. *Actual average for 1905, 5,514.*

**Davenport.** Times. *Daily aver., Nov., 12,361. Circulation in City or total guaranteed greater than any other paper or no pay for space.*

**Des Moines.** Capital, daily. *Lafayette Young, publisher. Actual average sold, 1905, 59,175. Present circulation, 40,000.* City and State circulation largest in Iowa. *More local advertising in 1905 in 351 issues than any competitor in 355 issues. The rate five cents a line.*

**Des Moines.** Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. *Average circulation for Nov., dy. 30,063.*

**Des Moines.** The People's Popular Monthly. *Actual average for 1905, 182,175.*

**Sioux City.** Journal, daily. *Average for 1905, 24,961. Average for first six months, 1906, 29,045.*

**Sioux City.** Tribune Evening. *Net sworn daily average 1905, 24,297; July, 1906, 27,177.*

*The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.*

### KANSAS.

**Hutchinson.** News. *Daily 1905, 8,455. Oct. 1906, 4,500.* E. Katz, Special Agent, N. Y.

**Lawrence.** World, evening and weekly. *Copies printed, 1905, daily, 5,518; weekly, 8,180.*

**Pittsburg.** Headlight, dy. and w. *Actual average for 1905, daily 5,280; weekly, 8,278.*

### KENTUCKY.

**Lexington.** Leader. *Av. '05, avg. 4,694. Sun. 6,162; Oct. '06, 6,216. Sy. 8,366.* E. Katz, S. A.

**Marion.** Crittenden Record, weekly. *Actual average for year ending October, 1905, 1,822.*

**Owensboro.** Daily Inquirer. *Larger circ. than any Owensboro daily. No charge unless true.*

**Owensboro.** Daily Messenger. *Sworn average circulation for 1905, 2,411; June, 1906, 3,115.*

*1905, 5,111. Payne & Youngs, Specials.*

### LOUISIANA.

**New Orleans.** Item, official journal of the city. *Av. cir. July, 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.*

### MAINE.

**Augusta.** Comfort, mo. *W. H. Gannett, pub. Actual average for 1905, 1,269,572.*

**Augusta.** Kennebec Journal, dy. and w. *Average daily, 1905, 6,986; weekly, 3,010.*

**Bangor.** Commercial. *Average for 1905, daily 9,455; weekly 29,117.*

**Dover.** Piscataqua Observer. *Actual weekly average 1905, 2,019.*

**Lewiston.** Evening Journal, daily. *Aver. for 1905, 1,539. (G. O.) weekly 17,448. (G. O.)*

**Madison.** Bulletin, w. *Cir. 1905, 1,454; none exceed 1,600.* Only paper published in prosperous manufacturing and farming section.

**Phillips.** Maine Woods and Woodsmen, weekly. *J. W. Brackett Co. Average for 1905, 8,077.*

**Portland.** Evening Express. *Average for 1905, daily 12,005. Sunday Telegram, 8,428.*

### MARYLAND.

**Annapolis.** U. S. Naval Institute, Proceedings of. *12 copies printed av. yr. en'tg Sept., 1905, 1,637.*

**Baltimore.** American, dy. *Av. first 6 mo. 1906, Sun., 85,142; d'y, 67,714. No return privilege.*

**Baltimore.** News, daily. *Evening News Publishing Company. Average 1905, 60,678. For November, 1906, 67,364.*

*The absolute correctness of the latest circulation rating accorded the Baltimore News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.*

### MASSACHUSETTS.

**Boston.** Christian Endeavor World. *A leading religious weekly. Actual average 1905, 98,491.*

**Boston.** Evening Transcript. (G. O.) *Boston's table paper. Largest amount of week day adv.*

**Boston.** Globe. *Average 1905, daily, 192,584. Sunday, 299,615. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." advertisements go in morning and afternoons editions for one price.*

17 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Boston.** Post. *Average for Sept., 1906, Boston Daily Post, 240,184; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,50-8. Sunday gain over Sept., 1906, 24,542. Flat rates, r. o. p., daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.*

**Lynn.** Evening News. *Actual average for year ending August 31, 1906, 7,164.*

**Springfield.** Current Events. *Alone guarantees results. Get proposition. Over \$5,000.*

**Springfield.** Good Housekeeping, mo. *Average 1906, 209,587. No issue less than \$25.000. All advertisements guaranteed.*

**Worcester.** L'Opinion Publique, daily (G. O.). *Paid average for 1905, 4,255.*

### MICHIGAN.

**Adrian.** Telegram. *Dy. av. last three months, 1905, 5,111. Payne & Youngs, Specials.*



**Jackson.** Morning Patriot. Average November, 1906, 6,882 net paid; Sunday, 7,558 net paid; weekly (April), 2,815. Circulation verified by Am. Adv. Ass'n.

**Lowell.** Ledger, weekly. Average for 1905, 1,197—largest circulation in Lowell.

**Saginaw.** Courier-Herald, daily. Sunday, Average 1905, 12,394; Oct., 1906, 14,858.

**Saginaw.** Evening News, daily. Average for 1905, 16,710; Nov., 1906, 20,708.

**Tecumseh.** Semi-Weekly Herald. Actual average for 1905, 1,275.

### MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months, 1905, 100,561.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically constant. It reaches Farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 6,700. Daily average circulation for Nov., 1906, 7,794. Aver. Sunday circulation, Nov., 1906, 72,371.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis.** School Education, mo. Cir. 1906, 12,800. Leading educational journal in the N.W.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 46,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

**CIRCULATIN** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The paper Direct Tribune is the recognized tooty. Want Ad paper of Minneapolis.

**St. Paul.** A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

**St. Paul.** Dispatch. Average number sold for year 1905, 60,563 daily.

**St. Paul.** Pioneer Press. Net average circulation for January—daily 55,392; Sunday, 52,457.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona.** Republican-Herald, oldest, largest and best newspaper in Minnesota and the Twin Cities and Duluth. R. O. P. rate 12c. per inch.

### MISSOURI.

**Joplin.** Globe, daily. Average 1905, 18,594. Oct., '06, 15,769. E. Katz, Special Agent, N. Y.

**Kansas City.** Western Monthly. Reaches practically all mail-order and general advertisers.

**St. Joseph.** News and Press. Circulation 1905, 35,158. Smith & Thompson, East. Reps.

**St. Louis.** Courier of Medicine, monthly. Actual average for 1905, 9,925.

**St. Louis.** Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C. O.). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

### MONTANA.

**Missoula.** Missoulian, every morning. Average six months ending June 30, 1906, daily 4,558. Sunday, 6,400.

### NEBRASKA.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average 1905, 147,022.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,783.

**Lincoln.** Journal and News. Daily average 1905, 27,092.

**Omaha.** Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

### NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in city. Daily average year ending July, 1906, 4,555.

### NEW JERSEY.

**Camden.** Daily Courier. Actual average for year ending December 31, 1905, 8,728 (C. O.).

**Elizabeth.** Journal. Av. 1904, 5,522; 1905, 6,512; 1st 6 mos., 1906, 7,176; June, 7,377.

**Jersey City.** Evening Journal. Average for 1905, 22,546. First six months 1906, 23,055.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Nov., 66,487.

**Plainfield.** Daily Press. Average 1905, 2,374. First 7 months, 1906, 2,363. It's the leading paper.

**Trenton.** Times. Average 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

### NEW YORK.

**Albany.** Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

**Buffalo.** Courier, morn. Av. 1905, Sunday 86, 774; daily 48,008; Enquirer, even., 31,027.

**Buffalo.** Evening News. Daily average 1904, 88,000; 1905, 34,690.

**Catskill.** Recorder. 1905 average, 3,811; July 1906, 3,940. Best adv. medium in Hudson Valley.

**Corning.** Leader, evening. Average, 1904, 6,235; 1905, 6,395; 1st 6 mos., 1906, 6,485.

**Glen Falls.** Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

**Granicville.** Sentinel, weekly. Actual average for 1905, 3,270.

**LeRoy.** Gazette, est. 1896. Av. 1905, 2,287. Largest wv. c. r. Genesee, Orleans, Niagara Co's.

**Mount Vernon.** Argus, evening. Actual daily average 9 months ending October 1, 1906, 3,596.

**Newburgh.** News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

### New York City.

**Army & Navy Journal.** Est. 1863. Actual average for first 7 months, 1906, 9,626 (C. O.).

**Automobile.** weekly. Average for year ending July 26, 1906, 14,615 (C. O.).

**Bakers' Review** monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's Magazine.** family monthly. Benziger Brothers. Average for 1905, 44,166. present circulation, 50,000.

**Clipper.** weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,229 (C. O.).

**El Comercio.** mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,500. El Comercio is now in its 3rd year, and is by far the oldest Spanish newspaper and EXPORT JOURNAL published in the United States. Its circulation is large and guaranteed throughout Mexico, the West Indies (including Cuba and Porto Rico), South and Central America, Panama, Philippine Islands, Spain, Portugal, etc.

Jewish Morning Journal. *Average for 1905, 54,668.* Only Jewish morning daily.

Music Trade Review, music trade and art weekly. *Average for 1905, 5,841.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. *Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.*

The People's Home Journal. *544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.*

The Tea and Coffee Trade Journal. *Average circulation for year ending Sept., 1905, 6,451; September, 1905, issue, 6,998.*

Theatre Magazine, monthly. Drama and music. *Actual average for 1905, 58,088.*

The World. *Actual aver. for 1905, Mon., 305,490. Evening, 371,706. Sunday, 411,074.*

Rochester Case and Comment, mo. *Law Av. for year 1905, 30,000. Guaranteed 20,000.*

Schenectady Gazette, daily. A. N. Library. *Actual average for 1904, 12,574; 1905, 12,058.*

Syracuse, Post-Standard. *Dy. cir. last 3 mos. 50,280 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.*

Utica, National Electrical Contractor, mo. *Average for 1905, 2,645.*

Utica, Press, daily. Otto A. Meyer, publisher. *Average for 1905, 14,259.*

### NORTH CAROLINA.

Concord. Twice a-Week Times. *Actual average for 1905, 2,262.*

Raleigh, Biblical Recorder, weekly. *Av. for 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,306.*

Raleigh, Times. North Carolina's foremost afternoon paper. *Actual daily average Jan. 1st to Oct. 1st, 1905, 6,551; weekly, 8,200.*

Raleigh, News and Observer, N. C.'s greatest daily. *Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 20% greater than that of any other daily in the State.*

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and adver.

### NORTH DAKOTA.

Grand Forks, Herald. *Circ'd Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.*

Grand Forks, Normandien. *Av. yr. '05, 7,201. Av. for Jan., Feb., Mar. and Apr., 1906, 7,795.*

### OHIO.

Ashtabula, American Sanomat. Finnish. *Actual average for 1905, 10,766.*

Bryan, Press. *Actual paid circulation, 1,300. Best in its field.*

Cleveland, Plain Dealer. Est. 1841. *Actual daily average 1905, 77,899 (5); Sunday, 74,960 (2); Nov. 1906, 78,662 daily; Sun., 87,216.*

Coshocton, Age. *Daily av. 1st 6 mos. '05, 2,101; in '06, 10,000; factory pay-rolls \$150,000 monthly.*

Dayton, Relicous Telescope, weekly, 20¢ a-line. *Average circulation 1905, 20,096.*

Springfield, Farm and Fireside, over  $\frac{1}{2}$  century leading Nat. agricult'l paper. *Cir. 415,000.*

Springfield, Woman's Home Companion. *June, 1905, circulation, 545,000; 115,000 above guarantee. Executive offices, N. Y. City.*

Youngstown, Vindicator. *Dy. av. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.*

Zanesville, Times-Recorder. *Av. '05, 10,564. Guaranteed. Leads all others combined by 50%.*

### OKLAHOMA.

Oklahoma City, The Oklahoman. *1905 aver. 11,161; Oct. 1906, 14,964. E. Katz, Agent, N. Y.*

### OREGON.

Portland, Pacific Northwest, mo. *1905 average 18,582. Leading farm paper in State.*

Portland, Evening Telegram. *Largest exclusive circulation of any newspaper in Oregon.*

### PENNSYLVANIA.

Erie, Times, daily. *Aver. for 1905, 15,348. November, 1905, 17,536. E. Katz, Sp. Ag., N. Y.*

Harrisburg, Telegraph. *Sworn av., Oct. 12, 1926. Largest paid circula'n in H'bg, or no pay.*

Johnstown, Democrat. *Only paper in Roll of Honor because largest circ'n. Av. 1905, 7,552.*

**"In Philadelphia nearly everybody reads The Bulletin."**

NET PAID AVERAGE FOR NOVEMBER,

**228,615 copies a day**

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, Confectioners' Journal, mo. *Av. 1904, 5,004; 1905, 5,170 (C.O.).*

Philadelphia, German Daily Gazette. *Av. for circulation, 1905, daily, 51,508; Sunday, 44,465; sworn statement. Circulation books open.*

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. *Average for 1905, 92,461. Dy. av. 1906, 102,146. Dy. av. awarded the seventh Super Bond to Farm Journal for the reason that "that paper, among all those published in the United States,*

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."

Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,419; Sunday average, 143,949.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, West Phila. Bulletin, weekly. *Circulation 5,000. James L. Waldin, publisher.*

Pittsburg, The United Presbyterian. *Weekly circulation 1905, 21,260.*

West Chester, Local News, daily. W. H. Hodgson, *Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.*



Williamsport, *Grit*. America's Greatest Weekly. Average 1905, 224,713. Smith & Thompson, Inc., New York and Chicago.

York, Dispatch and Daily. Average for 6 months ending April, 1905, 16,280.

### RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (sworn).

Providence, Daily Journal, 17,628 (O.O.), Sunday, 20,522 (O.O.). Evening Bulletin 27,733 average 1905. Providence Journal Co. publs.

Providence, Real Estate Register; finance, bldg. g. etc., 2,528; sub's pay 24% of total city tax.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

### SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1905, 4,500. August, 1905, 4,658.

Columbia, State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1905, daily 11,005 (O.O.) Sunday 11,978 (O.O.).

### TENNESSEE.

Knoxville, Journal and Tribune. Daily average year ending December 31, 1905, 15,018. Weekly average 1905, 14,515. The *Guarantee Star*, the only paper in the South, and only paper in Tennessee awarded the *Guarantee Star*. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. Ar. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 28,915. Sunday 55,887, weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis, Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville, Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1903, 30,227.

### TEXAS.

Beaumont, Texas, Enterprise. Average 1905 5,437; present output over 10,000 guaranteed.

El Paso, Herald. Ar. 1905, 5,011; June '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

### VERMONT.

Burke, Times, daily. F. E. Langley, Aver. 1905, 3,227; for last six months, 1906, 4,065.

Burlington, Free Press. Daily ar. '05, 6,558, for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.

Montpelier, Argus. Actual daily average 1905, 3,242.

Rutland, Herald. Average 1904, 2,527. Average 1905, 4,286.

St. Albans, Messenger, daily. Actual average for 1905, 5,051. Jan. 1905 to Sept., 1905, 5,518.

### VIRGINIA.

Danville, The Bee. Ar. 1905, 2,516. November, 1905, 2,471. Largest org. paper.

Harrisonburg, Daily News. Circulation exceeds 3,500. Published in the heart of the rich Shenandoah Valley.

Richmond, News Leader. Sworn dy. ar. 1905, 29,542. Largest in Virginias and Carolinas.

### WASHINGTON.

Tacoma, Ledger. Average first six months 1905, daily, 15,873; Sunday 21,111; w. 9,642.

Tacoma, News. Average first four months 1905, 16,212; Saturday, 17,687.



Seattle, Post-Intelligencer (O.O.). Average for Oct., nov. - Wednesday, 26,302; Sunday, 37,162. Only m'n's paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

### WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Huntington, W. Va. News, w. Wm. B. Blake & Son, pub. Average first 7 months 1905, 2,132.

### WISCONSIN.

Janesville, Gazette, dly and s-w'y. Circ'n - average 1905, daily 8,149; semi-weekly 3,659.

Madison, State Journal, dy. Circulation average 1905, 3,482. Only afternoon paper.

Milwaukee, Evening Wisconsin, dly. Av. 1905, 26,648; October, 1906, 28,527 (O.O.).

Milwaukee, The Journal, evg. Average 1905, 40,517; Oct., 1906, 45,179. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh, Northwestern, daly. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



Racine, Wis., Est. 1877, w. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adver. 50 an. inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Sheboygan, Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

### WYOMING.

Cheyenne, Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.

### BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1905, 8,687; Oct., 1906, 10,495. H. DeClerque, U. S. Rep., Chicago and New York.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,556 (O.O.); for 1905, 4,302. U. S. Rep., H. C. Fisher, New York.

### MANITOBA CAN.

Winnipeg, Telegram. Daily average October 21, 1905, 16,500. Flat rate.

Winnipeg, Free Press, daily and weekly. Average for 1905, daily, 36,048; daily Oct., 1906, 35,158 w. av. for mo. of Oct., 22,380.

Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000 in its exclusive field. Aver. for the year end June, 1906, 15,817; aver. last six months, 15,895.

### NOVA SCOTIA, CAN.

Halifax, Herald (O.O.) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

### ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,082.

Toronto, The News. Sworn average daily circulation for six months ending June 30, 1906, 38,402. Advertising rate 50c. per inch. Flat.

### QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 96,771; weekly, 48,307.

Montreal, Star, dy. & w. Graham & Co. Av. for 1904, dy. 56,795, w. 125,246. Av. for 1905, dy. 58,125; w. 126,267.

# (○○) GOLD MARK PAPERS (○○)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (○○).

#### WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (○○). Reaches 90% of the Washington homes.

#### GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905. Daily \$8,590 (○○). Sunday 4,751. Wk. '04, 107,925.*

AUGUSTA CHRONICLE (○○). Only morning paper; 1905 average 6,063.

#### ILLINOIS.

GRAIN DEALERS' JOURNAL (○○). Chicago, prints more classified ads than all others in its line.

THE INLAND PRINTER, Chicago, (○○). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (○○). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

#### KENTUCKY.

LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

#### MASSACHUSETTS.

BOSTON. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (○○). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

#### MINNESOTA.

### NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

#### NEW YORK.

NEW YORK TIMES (○○). Largest high-class circulation.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

ENGINEERING NEWS (○○).—A periodical of the highest character.—*Times, Troy.*

THE POST EXPRESS (○○). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (○○). First in class in circulation, influence and prestige.

VOGUE (○○) is authority on woman's fashions. Its readers represent purchasing power.

ELECTRICAL REVIEW (○○) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE. In 1905, average issue, 12,620 (○○). D. T. MALLETT, Pub., 255 Broadway, N. Y.

STREET RAILWAY JOURNAL (○○). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (○○) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (○○). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

#### OHIO.

CINCINNATI ENQUIRER (○○). Great—infinitely—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

#### PENNSYLVANIA.

CARRIAGE MONTHLY (○○). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sunday average first six months 1906, 103,419; Sunday average 1906, 148,049.

### THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

#### RHODE ISLAND.

PROVIDENCE JOURNAL (○○), a conservative enterprising newspaper without a single rival.

#### SOUTH CAROLINA.

THE STATE (○○). Columbia, S. C. Highest quality, largest circulation in South Carolina.

#### TENNESSEE.

THE TRADESMAN (○○) Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

#### VIRGINIA.

THE NORFOLK LANDMARK (○○) is the home paper of Norfolk, Va. That speaks volumes.

#### WASHINGTON.

THE POST INTELLIGENCE (○○). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

#### WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

#### CANADA.

THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation 15,000, flat rate.

\* \* THE \*



\* \* OF THE \*

# NEW YORK HERALD

...DEC. 16, 1906...  
ART SECTION

CHARMING FULL PAGE  
PICTURES IN COLORS

Suitable for Framing.

8-PAGE COMIC SECTION  
IN COLORS

with BUSTER BROWN  
and Little Nemo.

### Original Stories by

Roland B. Molineux,  
Maarten Maartens,  
Theodosia Garrison,  
Harriett Prescott Spofford,  
George Barton.

Christmas  
Humor by  
GEORGE ADE,  
ELLIS PARKER BUTLER.

ORDER A COPY WITHOUT DELAY FROM  
YOUR NEWSDEALER.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the  
Newspaper in Which It Appears.

Advertisements under this heading are only desired from  
papers of the requisite grade and class.

#### COLORADO.

THE Denver Post, Sunday edition, December 2, 1906, contained 5,196 different classified ads, a total of 115 3-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5 cents per line each insertion, seven words to the line.

#### CONNECTICUT.

MERIDEN, Conn. MORNING RECORD; old established family newspaper; covers field of 60,000 high-class pop. leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

#### DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©) carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

#### GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

#### ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

#### INDIANA.

THE Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 396,941 separate paid Want ads during that time.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

**69 5/8 COLUMNS—174,585 LINES**—of Want Advertising GAINED by the INDIANAPOLIS STAR during the last five months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 13,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. a line.

#### INDIAN TERRITORY.

ADMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

#### IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

#### KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 72,365 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

#### MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

#### MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

#### MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

 30 WORDS, 5 days, for 25 cents. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 234,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,335 more than any other Boston paper carried for first six months of 1906.

#### MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL publishes classified advertising than any other Minneapolis newspaper. No free Wants or no Clairvoyant non-objective medium. Advertisements printed. Classified Wants printed in November, 131,726 lines. Individual advertisements, 20,287.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, while the paper which may be called the second other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

#### MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

THE Kansas City JOURNAL. Circulation, 275,000; 205,000 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 1 1/2c.; classified, 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

#### MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

#### NEBRASKA.

THE LINCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

#### NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

#### NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS.** Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**NEWBURGH DAILY NEWS**, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ads medium, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue; flat: six words to a line. Sample copies, ten cents.

**WATERTOWN DAILY STANDARD**, Guaranteed daily average 1906, 7,000. Cent a word.

**OHIO.**  
**YOUNGSTOWN VINDICATOR**—Leading "Want medium, 1c. per word. Largest circulation.

**OKLAHOMA.**  
**THE OKLAHOMAN**, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

**OREGON.**  
**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 25,332.

**PENNSYLVANIA.**  
**THE CHESTER, PA., TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.

**Why Don't You Put it in The Philadelphia "Bulletin"?**

Want Ads in THE BULLETIN bring prompt returns because "in Philadelphia nearly everybody reads THE BULLETIN." Net paid average circulation for Nov., 1906: 228,615 copies per day.

(See Roll of Honor column.)

**RHODE ISLAND.**  
**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**  
**THE NEWS AND COURIER** (©©), Charleston, S. C. Great Southern Want ad medium; 10¢ a word; minimum rate, 2¢c.

**THE COLUMBIA STATE** (©©) carries more Want ads than any other South Carolina newspaper.

**CANADA.**  
**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**L A PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 55,825. Saturdays 113,892—sworn to.) Carries more wants than any French newspaper in the world.

**THE MONTREAL DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE WINNIPEG FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

#### TO SEE THE MAN AT THE TOP.

"Did you see that man who just went out?" asked the secretary of one of the large corporations in New York of a visitor. "He has a wise head on his shoulders."

"You know one of the hardest things a man is up against is to get in to see the man at the top. The ability to talk well is all right in its place, but you must get inside the office before it is of any use."

"Nowadays, when a man wants to see the president of a large business house he seldom sees even the secretary.

"His card is sent in by an office boy. Now, the secretary does not know what the man looks like; all he has to judge from is the card."

"Usually the card tells the whole story. Most of them are cheap affairs, 'Mr. Smith, with Brown-Green Paint Company,' or something like that. The chances are the secretary does not feel in the mood to see a paint man and passes out word to call again later."

"But that chap who just went out is different. He sent in a plain calling card of the proper size, engraved in old English script. It was the best that money could buy."

"When I got the card I had never heard the name before, but I did not dare turn him down. I sent for him and then it was all his."

"He started a flow of fine English and in a short time I had him in the president's room. He is pretty sure of landing a big order, I believe. It is an investment of a few dollars, but I tell you it pays high interest."—*New York Sun*.

#### UNITED STATES USES MOST PAPER.

A French scientific paper publishes some interesting figures concerning the production and consumption of paper for printing purposes. The United States, it appears, makes and uses more paper than any other country. England, Germany, France, Austria follow in the order named.

In the consumption of paper the United States leads with 38.6 pounds per capita, England coming next with 24.3, Germany 29.98, France 20.5, Austria 19, Italy 15.4, Servia 1.1, the smallest in Europe; India shows only 0.22 and China 1.1 per capita. Nearly half the world's production of paper is used for printing purposes. These figures indicate the progress of modern civilization. It is curious to notice, however, that Russia, classed among the civilized nations, is not mentioned anywhere in the calculation.—*Exchange*.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

**■** Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be paid down for one year each and a single number at the same rate, plus a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On dimensions, 15 lines to the inch, if repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4775 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, Dec. 12, 1906.

IN advertising, one cannot afford not to be a constant student of human nature.

A CLOSELY printed advertisement, in nonpareil, is very apt to discourage the reader before he tackles it.

CREATING a demand is not so profitable as discovering a demand that exists and, by advertising, showing people how to satisfy it.

CAPITAL letters are not necessary for display. Indeed, bold-face lower-case letters are often preferable, because the eye of the reader takes them in more readily.

*Men and Women*, the suspended Cincinnati magazine for Catholics, is to be revived, a new company having been incorporated with \$250,000 capital. It will have the same policy, and starts in with the old mailing list and good will. Those now back of it are—Frank B. Wiborg, Anthony B. Dunlap, H. J. Robben, Joseph Schaefer and Edwin P. Moulinier.

THERE is only one way to make a trademark valuable—advertise it.

H. B. WILSON, New York, is placing mail-order advertising for the Chicago Supply Company.

JUDGE ANDERSON, of the Federal court in Indianapolis, has overruled all the demurrers in the case of the United States against the National Association of Retail Druggists and others, and the defendants were ordered to answer on the first Monday in February. The case is commonly known as the suit of the United States against the so-called "Drug Trust."

***The Coupon Order.***

The publisher of the *Boot and Shoe Recorder*, W. L. Terhune, speaks plainly concerning Third Assistant Postmaster-General Madden's recent order prohibiting corner coupons. In a letter to a trade journal he says: "Mr. Madden has got down to a point now where he tells advertisers just how they shall write their copy, what it shall constitute, and how far they can go in preparing ad-copy. If this is constitutional, I wish Mr. Madden would give us authority for his action as to how he can suppress the freedom of the press. Does Mr. Madden realize for an instant that coupons in advertisements in newspapers, magazines, etc., create a very large increase in first-class mail matter; in other words, parties using these coupons, many of whom would not answer ads if they did not appear, inclose these coupons in an envelope, seal it, and place a two-cent stamp upon the same? A more ridiculous order never emanated from the postoffice at Washington. If an advertisement is libelous, the party libeled can get redress at law; if it is obscene, then the Postoffice Department may show its hand, but in preparing good advertising copy I doubt very much if Mr. Madden's order is constitutional, and I doubt very much if it can be enforced."

A. B. GILBERT has been appointed advertising manager of *Engineering-Contracting* and *Railway Maintenance and Structures*, two papers published by the Myron C. Clark Publishing Company, of New York. Mr. Gilbert has for the past three years been assistant business manager of the *Railway Age*, previous to which he held a similar position on *Engineering News*.

 About the first of the year the Jackson, Michigan, *Patriot* will install a twenty-page Duplex Rotary perfecting press, to supersede the twelve-page duplex press which was installed only a year and a half ago. The new press, coupled with the latest stereotype machinery on the market and four linotype machines, will make the *Patriot's* mechanical equipment the most modern and complete and of the largest capacity of any daily newspaper between Detroit and Chicago.

**The Sucker** A mining stock swindle, with **Industry.** newspaper advertising accessories, has just been laid bare by the arrest in Goldfield, Nev., of the secretary of the chief swindler. The latter is Dr. J. Grant Lyman, of New York, credited with obtaining \$300,000 in thirty days. Salt Lake, Chicago, Milwaukee and New York have been the victims of a fictitious market on a stock promoted by Lyman. Lyman went to Goldfield about two months ago when the Greenwater copper boom had just started, and over the name of the Union Securities Company announced the incorporation of the Boston Greenwater Copper Company.

These announcements he made in the Goldfield prints and in advertisements which appeared in the large cities. At the time he telegraphed to mining stock brokers throughout the Union offering them stock in the corporation at 37½ cents per share on their guar-

antee that they would not dispose of same at less than 45. He shipped large blocks of stock to confederates in New York, Chicago, Salt Lake and San Francisco, and instructed them to offer the stock to brokers at 50 cents per share. Coincidentally he telegraphed each and every one of the brokers, offering them 60 cents a share for all the Boston Greenwater Copper they could deliver. The brokers eagerly gobbled up all the Boston Greenwater offered at 50, then they attached the stock to drafts and shipped it to the Union Securities Company here in Goldfield. As fast as the stock arrived payment was refused on one ground or another.

Lyman was formerly the owner of a racing stable in New York. He was expelled from the New York Stock Exchange in 1899 after the exposure of his connection with the International Zinc swindle. He placed large lines of advertising of the Union Securities Company through the Tillman agency of Pittsburg. He owes newspapers upward of \$150,000. The mining stock was sold in hundreds of cities but had no merit. It is estimated that Lyman got away with \$300,000.

OTTO YOUNG, founder of The Fair department store in Chicago, and a prominent business man in that city, died at his home in Lake Geneva, Wis., November 30. Mr. Young was one of the largest holders of realty in Chicago. Born in 1844, in Germany, he came to the United States in 1859, and for six years was a clerk in one of the leading stores in this city. He then filled a position in a mercantile house in New Orleans, and in 1872 went to Chicago. Arriving there he started in the wholesale jewelry business under the firm name of Otto Young & Co. He gradually became interested in many of the financial houses of that city. He owned a half-interest in "The Fair," and was secretary and treasurer of that concern until it was sold out in July, 1905.

THE owners of the Clover Leaf newspapers are organizing, under the laws of Nebraska, the Daily Press Association, capital stock \$50,000. The purposes of the organization is the collecting and selling of news by wire. The service will have, as side features, an illustrated service as well as a telephone report. F. E. Crawford will be the active manager and N. W. Reay secretary and treasurer.

AMONG other postal matters that will come before Congress is a new postal convention with Canada, the present one expiring May 7, 1907. A new treaty covering second-class matter will probably be made. American periodicals have enjoyed a large circulation throughout Canada, which, it is suggested at the Postoffice Department, may have worked prejudicially to the periodicals published there. The advertisements may also have hurt Canadian trade interests.

THE Greater Des Moines Committee is searching for a very high grade business manager or secretary. This committee has a fund of \$100,000 to be spent in three years' time. They are willing to pay a salary of from \$3,000 to \$5,000 a year for the secretary and believe that they might find a proper man from the advertising field. Those interested are requested to address Milo Ward, secretary of the Des Moines Commercial Club, or Lafe Young, Jr., of the Des Moines *Capital*.

**Negro Stores.** New York is to have a modern department store for negroes, according to present plans. A four-story building has been bought at Forty-sixth street and Eighth avenue by the Metropolitan Mercantile & Realty Co., a negro corporation, and will open next May. The corporation has a paid-in capital of \$500,000, and offices at 150 Nassau street. It conducts a bank for negroes in Savannah, and a department store in Baltimore.

THE name of the *Northwestern Sportsman* of Milwaukee after the first of January will be *Outer's Book*. The publishers define an "outer" as one who loves the open. Dan B. Starkey, an old newspaper man, is president of the company which was organized some months ago to publish the magazine.

THE interest in safety razors just now is wide, and seems to have stirred up the shaving soap advertisers. Williams's is put forward prominently as "the only kind that won't smart or dry on the face." Colgate's is advertised in full pages in which the manufacturers reply to this assertion: "Truth in advertising implies honesty in manufacture. Colgate's Shaving Stick will not smart or dry on the face. The statement of any manufacturer that his is the only kind that won't smart or dry on the face is false." Which certainly seems definite enough.

#### The Christmas *A Whopper.*

number of *Motor* weighs two and a quarter pounds and has 216 pages and cover. There are 405 columns of paid advertising, or 67,248 agate lines, and most of the contents are given up to information about the seventh annual automobile show held at Grand Central Palace, New York, December 1 to 8. There is a special advertising section for exhibitors at this show, printed on tinted paper in two colors, taking up eighty-four pages and introduced by an alphabet index of its own, with all exhibitors, and all those who advertise in the section, and a floor diagram showing the location of every exhibit. Another interesting feature is the trade directory of manufacturers in the entire auto industry, sixty closely set nonpareil columns, giving the name and address of every concern that makes motor cars, business autos, motor cycles, parts and accessories, etc., all classified by commodities. This remarkable magazine is produced and sold for twenty-five cents.

THE average number of copies printed by the Louisville *Evening Post* for the year ending with June, 1906, was 28,748, as shown by a detailed statement furnished Rowell's American Newspaper Directory by D. Peyton Bevans, the New York representative of the paper.

LAST month the Galveston *Tribune* moved from the building which it has occupied ever since its birth, twenty-six years ago, and took up its quarters in its new home, a three-story building at the corner of Twenty-second and Postoffice streets, where there has been installed a new sixteen-page color press and other machinery to cope with the growing business of the paper.

A TEAM of bowlers picked from New York special agencies met the Hampton agency's team November 21, the games being played at James Watt's alleys in 23d street. Fifty advertising men were present as spectators. The Hampton team consisted of R. T. Allen, captain; W. A. Lydiatt, M. J. Hynes, O. G. Seulberger and Edward MacManus. The specials' players were William Willis, captain; Joseph Finlay, manager; J. Fitzgerald, Frederick Moertz and John Powers.

**On a Price Basis.** An interesting comparison of

value has been made by the *Christian Work and Evangelist*, New York, taking circulation symbols from Rowell's American Newspaper Directory as a basis. This religious weekly is rated "C," which means "exceeding 20,000." Only four weeklies in the religious press are rated thus, and with the exception of one other none charge \$3 a year. In nine "D" religious weeklies (exceeding 17,500) none gets as high a subscription price, and all other religious weeklies rated by symbol are grouped to show how important is this one's clientele at the price. The *Christian Work and Evangelist* makes a specific claim to "paid subscription 32,694."



One of the most reliable Directories just issued by an advertising agency rates THE METROPOLITAN MAGAZINE *fourth in volume of circulation* among the leading high-priced, high-grade, standard magazines.

**Boyce's Latest.**

The United States Government is asked by a syndicate of capitalists to turn over the postal service to private enterprise, according to the Chicago *Record-Herald*. W. D. Boyce, the Chicago mail-order publisher, is behind the syndicate, and the offer is said to be made in good faith. Penny postage is promised, and a more business-like service. It is said that the Wells-Fargo Express Company sees enough money in a properly conducted postal service to offer the government \$1,000,000 a year bonus for running the present machinery. By wiping out the deficit the Boyce Corporation would save the government \$100,000 in the next twenty years, and all profit over seven per cent would be paid into the United States treasury in addition. The corporation would pay the government rental on its buildings and plant.

THE Pinezone Company expects to start a completely new campaign in January.

THE Douglas Shoe Company has discontinued advertising until after January 1st, when they will begin a new campaign.

W. A. Woonbury, head of the Woodbury-Limited agency, New York, has purchased a controlling interest in the Woodbury-Ayers agency, and the two will be consolidated as the Woodbury-Ayers Company, with offices at 150 Fifth avenue.

THE *Farm Journal*, of Philadelphia, has no difficulty in drawing the line between acceptable and doubtful advertising. After copy tendered for insertion in that weekly has passed other requirements, the advertiser's name is forwarded to a commercial rating agency. If the agency says he is responsible, in he goes, and if otherwise, he stays out.

**Real Estate Poetry.** The attractions of a realty subdivision at Marshfield, Ore., are so potent that L. D. Kinney, in seeking to set them forth in the December *Pacific Monthly*, finds prose inadequate, and breaks into verse, of which this is a sample:

Its fame has already spread abroad,  
And "live men" are coming from far  
and near.  
Leaving the homes where their loved  
ones are,  
More of the wonderful tidings to hear.  
For from North Bend into Marshfield,  
At no very distant day,  
There will be a mighty City,  
And its name shall be "Koosbay,"  
And the business center of it shall be  
What is known to the world as  
Koosbay Plat B.

If those who sit on the Scorners' Seat,  
(Knockers, who howl about trouble,) Will buy a few lots on Newark St.  
They'll find their income will double.  
Down Sherman Avenue street cars shall  
run,  
'Long its sides tall buildings be  
looming:  
There'll be many new things beneath  
the sun  
In the City where business is booming;  
And hundreds of ships from far o'er  
the Sea—  
Shall load at the docks of Koosbay  
Plat B.

THE position fallacy is ever with us. Notice the readers on the trolley car to-morrow morning. Nine out of ten are apt to begin at the back of their paper and read toward the front.

STRIVE to attain the view-point of the possible buyer. It doesn't matter much to him what you think of the product you are advertising, but what he thinks of it is of prime importance to you.

WHEN the postoffice authorities throw out of the mails either a publication or a part of its edition as not being legitimate circulation, the publisher is promptly informed by his attorneys that no action for mandamus or injunction will lie against the local postmaster and that it is necessary to proceed against the postmaster-general. This necessitates proceedings in courts of the District of Columbia. There is practically a rule or agreement among the judges of the District that they will not take jurisdiction of any case involving the overruling of an administrative order of any department of the government. This rule is made simply to protect the judges from being overwhelmed with work and, in part, to protect the departments in the ordinary orderly administration of public affairs; but it operates to deprive the publisher of a vital right. I have had practical and not altogether pleasant knowledge of one case in which a publisher, while assured by the Chief Justice of the Supreme Court of the District of Columbia that he believed the subscriptions in question were legitimate, was denied the right of judicial review, the judge saying he must refuse to review the action of the postoffice department even if illegal. I presume that this was one of the forty cases in which the rulings of the department have been upheld; but, if it is a fair sample, it seems that they may be upheld when in probable direct violation of the statute.—John J. Hamilton.

THE Winchester, Va., *Evening Star*, has purchased the franchises, appurtenances, interests, presses, etc., belonging to the Winchester *Evening News-Item* and weekly *News*. It is the present intention to publish the *News-Item* as a morning paper.

**Three Essentials.** Mr. Ashbrook, of Jap-a-Lac, divides advertising expenditure into three parts, or functions. The money for advertising is only one. There must be, second, the nerve to spend it, and three, the judgment to spend it wisely. The sales of his commodity have increased 6,000 per cent the past seven years as a result of advertising and promotion work, and as given to the *World's Work* the growth has been as follows:

SALES	
1899	\$20,000
1900	20,000
1901	20,000
1905	\$1,200,000

GERMANY adopted long ago the policy of requiring railway companies to carry the mails free of charge in return for the privileges they have in the use of the sovereign power of eminent domain, the exercise of public or semi-public functions by authority of the State, and the monopolistic nature of their business.—Frank Parsons, Member of the Boston Bar.

THE Christmas meeting of the Space Club, of Chicago, is announced for December 27, at the Chicago Athletic Association.

**Increased Advertising.** Seldom has there been such an increase in any one line of newspaper advertising as that of the automobile in the last twelve months. The increase is in keeping with the other rapid strides of everything connected with the automobile trade. From coast to coast this increase in advertising in the daily papers has been shown.

Chicago perhaps shows the biggest increase for the last twelve months. New York has carried a greater amount, but the western city has shown a greater gain on account of the newer field. In Chicago the *Record-Herald* has maintained its lead of former years, when the business was not so great, and for the first six months of 1906 had a lead over all other papers, with a total of 11,585 lines on new cars alone. The *Evening Post* was second with a total of 81,606 lines. The great increase in this line of advertising may be seen when it is remembered that for the entire twelve months of 1905, the *Record-Herald* led the Chicago papers with a total of 30,000 lines.



NEW BUILDING OF THE INDIANAPOLIS "STAR," WHICH WILL BE READY FOR OCCUPANCY EARLY NEXT YEAR. THE AVAILABLE FLOOR SPACE IN THE BUILDING WILL EXCEED 41,000 SQUARE FEET.

At a recent meeting of the Merchants and Advertisers' Association, of Binghamton, N. Y., the principal speaker was Byres H. Gitchell, of the Chamber of Commerce. Charles R. Strange read a paper on "Meeting Announcements Regularly." Harry Rubin of The Fair store read an interesting paper on "Illustrated Advertising" and Edward W. Parsons of the Munn Music Company spoke on "The Four S's: System, Sympathy, Simplicity and Sincerity." T. W. Russell read a paper on "Why I Believe in Advertising."

**Illinois Publish.**—A business association of publishers, the Illinois Daily Newspaper Association, was recently organized at Chicago, for carrying on work similar to that of the American Newspaper Publishers' Association. Among other questions at the preliminary meeting, that of cash for railroad advertising came up, and of fifteen publishers present nine favored cash and six transportation payment for their advertising space. Those present were:

Edgar E. Bartlett, Rockford *Register-Gazette*; A. O. Lindstrum, Galesburg *Mail*; John H. Harrison, Danville *Commercial News*; W. W. Miller, Quincy *Whig*; H. N. Wheeler, Quincy *Journal*; H. E. Baldwin, Joliet *News*; D. C. Haver and Leon McDonald, Joliet *Republican*; A. S. Leckie, Joliet *Herald*; H. M. Pindell, Peoria *Journal*; H. F. Dorwin, Springfield *Journal*; W. F. Dumsler, Springfield *News*; W. L. Black, Elgin *News*; F. N. Potter, Aurora *Beacon*; C. C. Marquis, Bloomington *Pantagraph*; R. S. Chapman, Rockford *Star*; George A. Perry, Galesburg *Republican-Register*.

**Philadelphiaans** The Poor Richard Club, Philadelphia's organization of advertising men, had its first dinner of the season November 27 at the Bellevue-Stratford, that city. Thomas Martindale, the Quaker City grocer and president of the club, was in the chair, and the speakers were: Joseph H. Appel "Our Baby—What shall we do with it?" Prof. Albert H. Smyth "Poor Richard." Rev. Russell H. Conwell "Opportunity." H. J. Tily "Modern Merchandising." Charles F. Bartlett "Wil-

liam Penn as an Advertiser." Mayer M. Swaab, Jr., "Humor in Political Advertising." The organization will have a monthly dinner through the winter. These officers were elected:

President, Thomas Martindale; vice-presidents, Charles Emory Smith, Finley Acker, H. M. Nathanson, J. Bertrain Lippincott and Joseph B. McCall; secretary, W. Percy Mills; treasurer, J. W. Morton, Jr.

Executive Committee, Clarence K. Arnold, David T. Fleisher, Joseph H. Appel, W. J. Eldridge, Henry Ferris, H. C. Gara, Louis J. Kolb, B. J. Wasserman, Charles Westing.

Members at present on the roster of the Poor Richard Club are:

Finley Acker, Finley Acker & Co.; Jos. H. Appel, Adv. Mgr. John Wanamaker; Clarence K. Arnold, Adv. Agency; W. Atlee Burpee, W. Atlee Burpee & Co.; J. B. Beans, Special Agent; E. J. Cummings, Coal Merchant; Geo. L. Dyer, Adv. Mgr. A. B. Kirschbaum & Co.; S. Dethear, Adv. Mgr. Blum Bros.; Thos. A. Daly, Adv. *Catholic Standard & Times*; W. J. Eldridge, Adv. Mgr. Ivins, Dietz & Magee; E. S. Edmondson, Adv. Mgr. *North American*; Henry Ferris, Adv. Agent; Sam. S. Fels, Fels & Co.; P. K. Frowert, Adv. Agent; L. M. Frailey, Adv. Mgr. Joseph Campbell Preserving Co.; Richard A. Foley, Adv. Agent; David T. Fleisher, S. B. & B. W. Fleisher, Inc.; H. A. Gatchel, Gatchel & Manning; H. C. Gara, Gara, McGinley & Co.; Alfred Gratz, Adv. Agent; C. H. Graves, *Commercial Photographer*; Florence J. Heppé, C. Heppé & Son; J. E. Hager, Ketterlinus Lith. Mfg. Co.; Harry G. Holmes, W. M. Ostrander, H. I. Ireland, Adv. Agent; Samuel Jacobs, Gillam's Sons Co.; Geo. W. Jacobs, Geo. W. Jacobs & Co.; Louis J. Kolb, Kolb Bros.; Samuel D. Lit, Lit Bros., Dept. Store; J. B. Lippincott, J. B. L. & Co.; N. S. Leipziger, Adv. Mgr. N. Snellenburg & Co.; Thomas Martindale, Thomas Martindale & Co.; W. Percy Mills, Adv. Dept. *Bulletin*; H. M. Morris, Adv. Agent; J. M. Munyon, Munyon H. H. Remedy Co.; Joseph B. McCall, Pres. Philadelphia Electrical Co.; Edwin Moore, Moore Push Pin Co.; J. W. Morton, Jr., Adv. Mgr. Strawbridge & Clothier; Geo. L. Mitchell, Adv. Agent; Geo. Nowland, Adv. Mgr. Fels & Co.; H. M. Nathanson, N. Snellenburg & Co.; Frank Nirdlinger, Pub. *Program*; W. M. Ostrander, W. M. Ostrander & Co.; Charles Paist, Jr., Howe Addressing Co.; T. F. Pohlig, Adv. Dept. *Press*; W. R. Roberts, The Religious Press Ass'n.; Milton Rubincam, Adv. Mgr. *Evening Telegraph*; Chas. E. Roberts, *Lipfincott's Magazine*; Geo. G. Steel, Adv. Mgr. Bell Telephone Co.; Hon. Chas. Emory Smith, Editor in Chief *Press*; C. M. Snyder, Adv. Agency; Peter Shields, Cape May Realty Co.; Mayer M. Swaab, Jr., Frank H. Fleer & Co.; Hon. E. S. Stuart, Pres. Union League; Wm. Simpson Bus. Mgr. *Bulletin*; Wm. C. Supplee, Supplee's Alderney Dairy; Geo. W. Tryon, Adv. Dept. Curtis Publishing Co.; Chas. B. Taylor, Adv. Mgr. Browning, King & Co.; Ben. Thorp, Publisher, *Keystone Magazine*; J. F. Thomas, J. E. Caldwell & Co.; J. C. Van Haagen, Adv. Agent; B. J. Wasserman, Philadelphia Tapestry Mills; Wm. C. Wetherill, The Bill Posting Sign Co.; Barclay H. Warburton, Pub. the *Evening Telegraph*; Chas. Westing, Hale & Kilburn Co.; A. S. Wheeler, Mgr. Wheeler's System & Van Sciver; Louis W. Wheelock, Adv. Designer.

## THE DECEMBER MAGAZINES.

This is the subscription season—the time of year when the magazine publisher, dropping advertising promotion after the strenuous soliciting that leads up to holiday issues, goes after the festive reader. What he gets in the way of new circulation, or retains in the way of old, is very significant in the coming year's business. Before the first of February, usually, each publisher has a pretty good idea of how his magazine is pleasing the public. There seems to be an unusual activity on the part of subscription agencies this year, and if some of the figures from these concerns could be made available to advertisers it might throw a great white light on magazine circulations—not alone in quantity, but in quality, and how the magazines are likely to stand in pulling power the next twelvemonth. More of these subscription agencies are advertising this year than ever before, and all have a larger list of well-known magazines to offer in clubs and combinations. A glance over the list would seem to demonstrate that the old prejudice against club circulation on the part of advertisers is dying out. Where once the publisher avoided such arrangements and boasted of the fact that he never cut his subscription price or entered combinations, now a majority of the best magazines are advertised by the leading agencies. The Harper magazines evidently have a little subscription agency of their own down in Franklin Square, and so have Bobbs, Merrill & Co., of Indianapolis, publishers of the *Reader* and *Home Magazine*. The *Review of Reviews* is prominent among club offerings, as it always has been. Other magazines of unquestioned advertising value that appear in clubs are the *Century*, *Delineator*, *Cosopolitan*, *Woman's Home Companion*, *McCall's*, *Ladies' World*, *Country Life in America*, *Success*, *World To-Day*, *Youth's Companion*, *American*, *Good*

*Housekeeping*, etc. *Harper's Monthly*, *Scribner's*, *Ladies' Home Journal*, *McClure's*, *Saturday Evening Post* and *Everybody's* appear to be withheld from the lists, though a few of the agencies offer them, some at gross price,

## ADVERTISING IN LEADING MONTHLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising.)

	Pages	Ag.	Lines
Review of Reviews.....	195	43,880	
Scribner's.....	175	39,328	
Everybody's.....	173	38,957	
McClure's.....	174	38,466	
Cosopolitan.....	154	34,680	
Harper's Monthly.....	151	33,932	
Century.....	149	33,485	
Munsey's.....	145	32,608	
American Magazine.....	137	30,710	
Delineator (cols.).....	204	27,446	
World's Work.....	122	27,424	
Ladies' Home Journal (cols.).....	136	27,200	
Reader.....	112	25,200	
Pacific Monthly.....	106	23,840	
Sunset (Nov.).....	102	22,916	
Woman's Home Companion (cols.).....	113	22,693	
Outing Magazine.....	98	22,156	
Atlantic Monthly.....	91	20,500	
Designer (cols.).....	152	20,444	
Good Housekeeping.....	91	20,384	
World To-Day.....	90	20,216	
New Idea Woman's Magazine (cols.).....	149	19,069	
Current Literature.....	78	17,472	
Bookman.....	77	17,268	
Ainslee's.....	72	16,330	
Success (cols.).....	94	16,171	
Out West (Nov.).....	72	16,128	
Lippincott's.....	71	15,900	
Red Book.....	71	15,940	
Pearson's.....	70	15,704	
Putnam's Monthly.....	63	14,224	
Ladies' World (cols.).....	68	13,675	
Argosy.....	55	12,514	
Metropolitan.....	54	12,090	
National Magazine (Nov.).....	53	12,046	
Housekeeper (cols.).....	58	11,733	
All-Story Magazine.....	50	11,200	
Harper's Bazaar.....	48	10,780	
Popular Magazine.....	47	10,632	
Appleton's Magazine.....	47	10,528	
Home Magazine (cols.).....	53	9,900	
Outdoor Life.....	42	9,510	
Broadway Magazine.....	38	8,512	
Smart Set.....	35	8,008	
Times Magazine.....	29	6,608	
Recreation (Nov.).....	29	6,568	
Gunter's Magazine.....	26	5,824	
Smith's Magazine.....	26	5,824	
Blue Book.....	24	5,376	
Scrap Book.....	22	5,082	
Human Life (cols.).....	20	3,729	
Railroad Man's Magazine	11	2,541	

## MONTHLY CLASS MAGAZINES.

	Pages	Ag.	Lines
Country Life in America (cols.).....	256	44,147	
System (Nov.).....	142	31,858	
Business Man's Magazine (Nov.).....	96	21,616	
Normal Instructor (Nov.—cols.).....	80	13,706	
Theatre (cols.).....	79	13,399	
Technical World Magazine.....	50	11,365	

## PRINTERS' INK.

	Pages	Ag. Lines	Col.	Ag. Lines	
Normal Instructor (cols.)	62	10,564	Christian Endeavor World	19	3,632
Suburban Life (cols.)	62	10,560	Scientific American	16	3,244
House Beautiful (Nov.—cols.)	68	9,910	Leslie's Weekly	15	3,068
Modern Priscilla (cols.)	57	9,572	Ridgway's	22	2,828
Garden Magazine (cols.)	65	9,415			
Illustrated Outdoor News (cols.)	53	8,859			
Etude (Nov.—cols.)	49	8,269			
House and Garden (cols.)	56	8,120			
Travel Magazine (cols.)	53	7,840			
Health Culture (Nov.)	29	6,623			
American Boy (cols.)	32	6,538			
Benziger's Magazine (cols.)	33	6,110			
Farming (cols.)	40	5,824			
St. Nicholas	19	4,424			

## ADVERTISING IN LEADING WEEKLY MAGAZINES FOR NOVEMBER.

(Exclusive of Publishers' own advertising.)

## Week ending November 3:

	Col.	Ag. Lines
Saturday Evening Post	62	10,668
Life	75	10,500
Collier's	52	9,898
Independent (pages)	34	7,779
Vogue	46	7,257
Churchman	42	6,805
Literary Digest	48	6,729
Outlook (pages)	22	4,928
Christian Herald	24	4,113
Christian Endeavor World	19	3,644
Scientific American	18	3,628
Associated Sunday Magazine	18	3,301
Ridgway's	25	3,219
Leslie's Weekly	12	2,537

## Week ending November 10:

	Col.	Ag. Lines
Vogue	202	31,587
Collier's	52	9,880
Saturday Evening Post	54	9,180
Literary Digest	59	8,398
Christian Endeavor World	32	6,064
Outlook (pages)	23	5,258
Associated Sunday Magazine	28	5,130
Christian Herald	25	4,338
Leslie's Weekly	21	4,315
Scientific American	19	3,887
Independent (pages)	17	3,808
Churchman	22	3,531
Ridgway's	25	3,012
Life	17	2,406

## Week ending November 17:

	Col.	Ag. Lines
Saturday Evening Post	94	15,980
Collier's	60	11,408
Independent (pages)	46	10,304
Vogue	42	6,618
Life	45	6,405
Literary Digest	42	6,063
Christian Endeavor World	32	5,977
Leslie's Weekly	28	5,648
Outlook (pages)	24	5,531
Associated Sunday Magazine	30	5,400
Christian Herald	30	5,205
Churchman	30	4,800
Scientific American	15	3,005
Ridgway's	21	2,717

## Week ending November 24:

	Col.	Ag. Lines
Outlook (pages)	120	27,080
Collier's	64	12,168
Literary Digest	85	12,112
Vogue	60	9,460
Churchman	51	8,189
Saturday Evening Post	38	6,592
Independent (pages)	23	5,152
Christian Herald	25	4,250
Associated Sunday Magazine	21	3,842
Life	27	3,806

## Week ending December 1:

	Col.	Ag. Lines
Saturday Evening Post	80	13,666
Independent (pages)	58	13,186
Churchman	63	10,082
Collier's	51	9,838
Literary Digest	59	8,472
Christian Herald	44	7,458
Vogue	37	5,864
Christian Endeavor World	29	5,458
Leslie's Weekly	26	5,278
Outlook (pages)	23	5,206
Life	28	4,040
Associated Sunday Magazine	21	3,930
Scientific American	15	2,999
Ridgway's	20	2,037

## Totals for November:

	Col.	Ag. Lines
Vogue		60,786
Saturday Evening Post		50,086
Collier's		53,192
Outlook		48,003
Literary Digest		41,774
Independent		40,229
Churchman		33,407
Life		27,157
Christian Herald		25,394
Christian Endeavor World		24,805
Associated Sunday Magazine		21,603
Leslie's Weekly		20,946
Scientific American		16,703
Ridgway's		14,413

some at reduced rates, in combination with other publications. The subscription agency idea would seem to be coming rather than going. In fact, it has never had adequate exploitation, and with the increased efficiency in getting circulation that publishers display, it ought to be capable of wide development in the future. As most of the subscription circulation comes in around Christmas time, it might be to the advantage of publishers to establish their own agency in connection with such an organization as the Quoin Club, assessing each periodical for a pool promotion fund to be spent in newspaper advertising. Or some such plan might be devised to help the agencies already established to give wide publicity to the subscription idea during the subscription season. Magazines have never been adequately exploited as Christmas gifts. Nothing is so moderate in price or appropriate as a gift as a magazine subscription, or a group of leading publications. The fact that subscriptions naturally bunch themselves in December

and January is a fortunate circumstance of which the publishers may one day avail themselves.

## MAGAZINE NOTES.

J. K. Lundy has been appointed advertising manager of *Modes and Fabrics*, New York.

One of the burning questions of the moment centers on *Ridgway's*. What will he do with it?

*Ainslee's* offers a prize of \$50 for the best anti-substitution motto to be printed at the bottom of pages.

After January 15 the price of the *Technical World Magazine*, Chicago, will be fifteen cents, \$1.50 a year.

Newton McTavish, Montreal correspondent of the *Toronto Globe* for three years, has been appointed editor of the *Canadian Magazine*.

A new rate card from the *Technical World Magazine* went into effect November 1. The page price is \$1.30, and line rate seventy-five cents.

The *Illustrated Outdoor News* is one of the largest magazines sold for fifteen cents. Several special numbers through the year are sold for a quarter.

The price of the *Garden Magazine* will hereafter be fifteen cents, and two special planting numbers in spring and fall are to be sold for twenty-five.

*Lippincott's* claims a net increase in paid subscriptions from October, 1905, to October, 1906, of fifty-eight per cent over the same period of the year before.

No one who buys the December *Harper's Monthly* can help getting stuck on the cover. If its artistic merits are not appreciated, the varnish will do the business.

According to Advertising Manager K. W. Johnson the Christmas issue of the *World To-Day* showed an increase of thirty-four per cent in advertising over December, 1905.

*Smoke* is a new trade magazine on tobacco subjects issued under the auspices of the National Cigar Stands Co. The publication office is in New York, and Charles C. Stoddard, formerly with Frederick S. Stokes & Co., is editor.

The costly English *Burlington Magazine* has a new plan for reaching readers with a cheaper edition. Two weeks after each monthly issue a shilling number containing the pick of the articles and pictures appears on newsstands.

The *Outing Magazine* states that its subscription increases this year have been large, that for the four weeks ending November 3 being 133 per cent over the same month of 1905. Regular bulletins of increase are to be issued through the subscription season.

Atlanta is to have four new magazines shortly. *Tom Watson's Jeff*.

*sonian Magazine* will appear in January. Joel Chandler Harris's name will be on another new monthly. A third is called *The Race Question*, and the fourth is projected by Sidney Tapp.

*Human Life* is seeking new circulation among the 55,000 barbers of the country, estimating that 2,750,000 persons would see the magazine if it were in all these barber shops. To introduce it, copies are sent free to barbers for a month, and half of the subscription price of fifty cents is also given barbers for taking subscriptions from customers.

The new *Times Magazine* starts out with the price of fifteen cents, and the editorial plans announced indicate that a definite policy is behind this new monthly. A present edition of 100,000 copies is charged for, \$100 a page. Unexpired subscriptions for John Brisben Walker's defunct *Twentieth Century Home* are being filled by the *Times Magazine*.

New Orleans asserts that an article some time ago in *Collier's*, stating that the city's streets had been flooded with water through a rise in the Mississippi, was instrumental in keeping thousands from the Knights of Pythias convention there. A libel suit was contemplated, but the city attorney can find no legal basis for one, saying that even if the right of a municipality to maintain a libel action existed the city could not, in its corporate capacity, prove damages.

The *Cosmopolitan* publishes as an advertisement some figures purporting to show the gain or loss in advertising for prominent magazines during the past five months. Gains in pages—*Cosmopolitan* 173, *Everybody's* 82, *Review of Reviews* 17, *Munsey's* 16, *American* 12. Loss in pages—*Century* 8, *McClure's* 11, *Pearson's* 11, *Success* 26 (columns), *Red Book* 33, *Scribner's* 37, *Metropolitan* 48, *Harper's Monthly* 84, *Appleton's* 135. These gains and losses are based on comparison with the same five months of 1905.

The idea of grouping small ads under a Christmas gift heading has been carried out in a novel way in the Butterick trio this year, and also in *Scribner's*. This is a plan that awaits further development. It is probably costly as a pure soliciting proposition, and might return little profit as a circularizing propaganda. But as a promoter of future business what could be more concrete? Under proper development, many a business house that had never advertised might find, in a small ad at Christmas time, a public that would bring it into regular magazine advertising.

THE subscriber profits largely by modern advertising, which is truthful, instructive and the product of highly skilled and well paid expert labor. Advertising is a prime force in present-day American industrial development. —John J. Hamilton.

### F. L. COLVER JOINS THE "SUCCESS MAGAZINE."

The announcement is made that Mr. Frederic L. Colver, the president of the Periodical Publishers' Association, has purchased a substantial interest in the *Success Magazine*, and has been chosen a director and secretary of the Success Company. On January 1st, Mr. Colver will assume the position of advertising director, taking active charge of the advertising interests of the magazine.

For years Mr. Colver has been closely identified with periodical



FREDERIC L. COLVER.

literature, having begun his career with the founding of the *Philomathean Review*, an amateur paper, in 1881, and three years later he established the *Brooklyn Magazine*. In 1889 Mr. Colver assumed the advertising management of the *Leslie* magazines, six years afterwards becoming lessee and manager of the Frank Leslie Publishing House, and in 1898 organized the business into a stock company, and was made president the following year. About a year ago, the name of *Leslie's Monthly* was changed by Mr. Colver to that of the *American Magazine*, and last July Mr. Colver and his associates sold the business to John S. Phillips and his partners. The command-

ing position which the Periodical Publishers' Association occupies is in a considerable measure due to Mr. Colver's untiring energy and tactful efforts.

In speaking of his connection with the *Success Magazine*, Mr. Colver said to a representative of PRINTERS' INK: "From the number of business proposals which have come to me since I sold the *American Magazine*, last July, I was at once deeply interested in the *Success Magazine* because of its really remarkable and substantial growth in circulation and its splendid earning power. I examined most critically the quality as well as the extent of its clientele, finding that its monthly circulation, exceeding 300,000, was not transient or varying, but had been sustained month by month for fully three years. In addition to the newsdealers' sales, the magazine's big subscription list of 225,000 is the largest, with a very few exceptions, of any of the \$1.00 a year magazines, and covers a most desirable class of magazine readers. The fact that *Success Magazine*, which was established in 1897, is now earning close to \$800,000 a year, and making a comfortable profit, naturally attracts me, and the more I look into the publication the stronger is my faith in its larger growth as a big periodical of national influence and circulation. Through all the years of my connection with magazines, I have always given personal direction to the advertising department, which is my favorite branch of publishing work, and I am glad to assume the advertising management of this magazine. Mr. Abbott has done splendid work as advertising manager, and I hope I may do as well."

The advertising staff of *Success Magazine* consists of Frederic L. Colver, advertising director, with Mr. Frank E. Morrison, who remains as assistant advertising manager, and Mr. Ralph E. Briggs as Western advertising manager, also David G. Evans, Frank R. Briggs, Harry Palmer and Samuel H. Bloom.

♦♦♦  
EVERY now-and-then advertising brings once-in-a-while results.—*Profitable Advertising*.

## THE BEST BANK ADS IN TEXAS.

THEY ARE PRINTED IN ONE OF THE SMALLEST TOWNS OF THE LONE STAR STATE, AND THE BANK HAS DIFFICULTY SPENDING AS MUCH MONEY AS IT WOULD LIKE TO—POINTERS FROM THE ADVERTISING MAN, WHO IS ALSO THE BANKER.

The town of DeKalb, in northeastern Texas, has only 600 people, and is the center of a thinly settled farming community embracing about fifteen square miles. There are a good many towns larger than DeKalb throughout this country that have no bank of any kind. But DeKalb has a bank, a commercial bank at that, and has had it since 1887, and it is not only one of the best known banks in Texas, but one of the best advertised country banks in the nation. Perhaps it would not be going too far to omit the word "country" and say that the DeKalb Exchange Bank is one of the best advertised banks of any kind, considering its resources and limitations.

DeKalb has only one newspaper, for instance, and the circulation of that is said to be but a few hundred copies. So to get publicity the bank has been compelled to issue a periodical of its own, which is mailed to the people in its territory. Other mail literature has been used, and novelties, but with considerable ingenuity in advertising it is possible to spend only \$1,000 a year. Yet upon this expenditure, in two years, the deposits have been increased from \$15,000 to \$40,000, according to season, until they are now between \$100,000 and \$175,000, in spite of a recent crop failure in that section.

The advertising genius of the DeKalb Exchange Bank is W. D. Sanders, its cashier, son of W. W. Sanders, the founder. The notable thing about Mr. Sanders' advertising is the way in which it is adapted to his particular bank, and the people in his territory. All his ads, whether in the form of a newspaper announcement, hanger, letter, mailing card,

etc., are little talks that tell people what the DeKalb Exchange Bank is willing to do for them. These specimens will give, right here, an idea of their character:

### TEXAS STANDS READY TO HAND OUT WEALTH TO YOU.

She is generous to enterprise and she bestows blessings upon the man who works.

This bank devotes all its energy, enterprise and strength to aid Texans to make the best of Texas opportunities.

It is a bank for the farmers. It not only affords a safe place of deposit for the farmer's funds, but it does whatever a bank can do by accommodation, aid, assistance and advice to help its customers and promote their success.

If you are a customer of the DeKalb Exchange Bank, you always have at your command the enthusiastic services of a strong, willing, judicious and experienced friend.

Get some of the wealth of Texas, keep it, and keep it in a safe place.

### WHY NOT DRAW YOUR CHECK?

That is the business way, the handy way and the safe way of handling your money and paying your bills. You should do this, especially when so strong, liberal and accommodating a bank as this one offers you its services.

This being a private bank, there is no limit to its liability, which reaches the whole of our private property.

Open an account with this bank and see how liberally and kindly we will treat you. Our banking rooms are a place where our customers may always sit down and make themselves comfortable.

It's a good thing to be a customer of the DeKalb Exchange Bank.

### HOW DO THEY GET THE FARMS?

How did the men who now have farms get them? Either they or their ancestors got them by saving something.

You can get a farm in the same way. It may look hard but it isn't as hard as you may think. If you open a bank account and get a little ahead, it arouses an ambition to get more, and in the course of time the chance is sure to come along when your savings will enable you to become a proprietor and be your own boss.

We make it our business to encourage and help you to do this. We have helped many, and we will help you. It will be a lucky day for you when you open an account with this bank.

### IT'S A GOOD THING TO HAVE GOOD FRIENDS.

This bank not only aims to be a good friend to all its depositors, but it tries to make that friendship profitable in every way. There is not only a pleasant welcome here, but substantial assistance, when needed.

We give to our customers not only safe custody of their money, which

is always ready for them, on demand, but we give them safe advice on all propositions that may be made to them for the purpose of separating them from their money.

We are "on to" most of the schemes that the "Smart Alecks" have devised. Whether you are a customer or not, we will give you valuable pointers on the value of the many schemes that are proposed to you.

Mr. Sanders was asked recently to give readers of PRINTERS' INK some suggestions based on his experience, and responded willingly.

"This bank," he said, "was established nineteen years ago by my father, and in connection with other business in which he was engaged it was reasonably successful. I took charge of it about seven years ago, and for the first few years rocked along in the same old way. But finally I noticed that friends of ours, people I knew we could call on in adversity, were selling their farm products and taking the money home with them. Our farmers were making good crops, but business was not increasing. The people had entire confidence in us, for my father had been here thirty-five years—was the first man here. But we were not getting all the business that growth and prosperity should have given us.

"Finally I came to the conclusion that something had to be done, and decided that this something should be advertising. But as I knew nothing about advertising I did not know which way to turn. The weekly newspaper published in our town was little better than none. It had no prestige and the people had little confidence in it. But it seemed our only hope. I bought a copy of 'Rice's Practical Bank Advertising,' and then thought the question was solved. At the end of the first year of advertising our business had still not increased as it should have done. Having unshaken faith in advertising, I concluded we were on the wrong track and began to study the situation more closely. It was a life or death matter to us. The more I studied the more

I became convinced that we were wrong in two ways: First, in not getting our advertising before the people (the paper having only about 250 circulation), and, second, we were using the wrong kind of copy. There was no individuality about our ads—they would fit any bank from Alaska to South America, and a poor fit at that. Our copy had no life about it. It did not tell the people anything.

"Then we began to have ads specially prepared along present lines—ads to fit our own business and our own people, which told them *why* they should come to this bank. We placed these in the local paper and also in the newspaper of an adjoining town where there was a bank that did not advertise. This new copy took hold in a way so different that we have continued it ever since. About that time the little syndicate monthly bank paper was brought out, and situated as we are in regard to newspapers it seemed good. So we adopted it, and it has been the best thing we have ever issued. Five rural delivery routes run out of DeKalb, and we mail 800 of these papers every month to farmers. A farmer will read our ads in the newspaper, but will not apply them to himself. When we mail him the *DeKalb Exchange Bank News*, however, he feels we are thinking of him, and that our message is for him. Our farmers are continually telling us how much they think of this periodical, and how their children love to read it."

(The syndicate paper spoken of is an eight-page affair, containing thrift stories, savings stories, news items concerning persons who have lost money through neglect to open a bank account, interesting facts about money and banking, etc. It is printed by the U. S. Bank Note Co., Indianapolis, and though supplied to many banks, is furnished with about half its contents made up of ads and matter of the bank distributing it, so that the syndicate effect is well concealed).

"About five times a year we

send out a circular letter, facsimile typewritten, giving more reasons why people should come to this bank. We endeavor to make these letters rather personal. About five or six times a year we send out other matter on the 15th of the month. This is usually a booklet, card or folder, and is mailed when crops are being marketed and we want to keep things hot. On the first of each year we give out the nicest calendars of anyone around here, but do not believe this pays. The expense is very heavy. Custom forces us to give them out. We also give out in summer a thermometer. Once we gave away nice purses, but have since learned better. Give a farmer a purse and no one ever sees it but himself. In two weeks he sweats the name off. But he will hang a thermometer in a conspicuous place. It lasts for years, and he soon gets the thermometer habit, looking at it several times a day.

"Most of our advertising is directed to two points; First, savings, which is good anywhere and at all times; second, that of our ability and willingness to furnish customers money for making their crops, buying land, etc., which are especially good lines of argument here. This being a cotton country, our farmers have money only once a year, and as the country is not developed yet they use money in making improvements. Consequently they have to borrow in spring to make crops. We furnish our depositors money at reasonable interest, while an outsider we charge from twenty-five to fifty per cent."

"Have you ever tried to interest farmers' wives in opening separate accounts?" Mr. Sanders was asked. "Have you ever gone after children's savings? Is there any adverse condition to be combated in your section, such as bucket shops, worthless speculation, etc.?"

"No," was his reply, "we have never tried to interest the women in a separate account because under the laws of Texas a husband has absolute control over his

wife's bank account. Nor have we given much attention to children's accounts, though just now we are putting out a lot of home saver banks with youngsters. Farmers' children here pick a good percentage of the cotton, and from the way they call for these little banks we hope for good results. We have had no experience with bucket shops.

"Some country banks make a campaign on the new bankers' money orders. We have never taken them up, but issue drafts instead and write them free for our depositors. Our bank is made attractive as a center for depositors when in town. We have a nice room separate from the main office, fitted up with a big stove, ice water, chairs, desks, etc. Farmers meet in this room to transact their business, write letters, talk religion and politics, and make a loafing place in general out of it. We also write deeds, wills, mortgages, etc., free for our depositors.

"Our advertising has covered two years now, during which time we have had one partial crop failure and one absolute failure. What little cotton was made here last season did not pay for the corn farmers had to buy this year. Yet when we started to advertise our depositors ranged from \$15,000 to \$40,000, and now, in spite of the crop failure, we carry a minimum of \$100,000, and will carry this fall \$175,000. We are now spending about \$1,000 a year in advertising, and would double this expenditure if we knew where to place another \$1,000 to as good advantage. We consider the good will created worth all we have spent. We have had many farmers tell us that our talks on banking have been an education to them, and those unable to open an account now intend to do so as soon as their circumstances permit. While our increase has been remarkable, we consider it small compared to what it will be in the next few years. In giving my opinions I do not wish to take issue with other banks as to their

methods. We have been successful with our own people, but our methods might fail elsewhere. We have furnished our copy to a number of other banks, and they have been kind enough to say that it was good. After our first year's experience with stock ads all this matter is original. We copy nothing from others."

Regular changes of copy seem to be the rule with Mr. Sanders, and his collection of ads used so far is extensive. The following specimens will doubtless be appreciated by all interested in financial advertising:

#### WHAT'S A MAN IN TEXAS FOR?

It's a good State for health, but most of the States are pretty healthy. If you are in Texas, you are here to make money and to do the best for yourself and family. It's the greatest State in the United States and you want to take advantage of its greatest possibilities.

If you are farming in Texas and are within reach of the DeKalb Exchange Bank you want to form a connection with it, for there is no bank in Texas that gives more attention to the wants of the farmers or that extends to them more generously the "glad hand."

You will find our banking rooms a most pleasant place to call, and a hospitable reception that will make you feel at home.

#### WE INVITE YOU TO CALL AT THE DEKALB EXCHANGE BANK.

It is a pleasant place, and we want you to come here and make yourself at home. There's a warm room and a warm welcome. There's pen, ink and paper and desks, if you want to write letters. There's papers to read and everything necessary to spend a pleasant hour or two.

We not only accept your deposits, keep your money safely and render you every possible accommodation that the best banks in the country can render, but we will write your deeds free, and give you every sort of assistance in your business affairs, free of charge.

#### HOW DO MEN GET THEIR FARMS?

Every man who has a farm, got it because one day or other he began to save something, or because his father or grandfather saved something.

If you are working on a farm and know about farming, why should you not have a farm of your own? You can get one in the same way as other people have gotten them. It's just as easy to get one now as it has been in the past. The way to do it is to save something out of your wages and deposit it in the bank.

When you get a little ahead we will be glad to show you the best way to

get a farm of your own, and to help you operate it. This bank is a valuable friend not only to the farmer who is already established, but to the young man who wants to start farming.

Take your first spare dollar and put it in this bank as the beginning of a fund that will make you an independent farmer.

#### SELLING GOLD BRICKS IN THE STATE OF TEXAS.

There are a great number of people who come down to Texas trying to sell gold bricks to farmers. Lots of these bricks look as if they were all gold and are very deceiving to the inexperienced.

If you are a customer of this bank you will be entitled to ask our advice upon all propositions that are made to you, and to get the benefit of our knowledge and experience, which may result in saving you a great deal of money.

We take care of our customers in every possible way, and, aside from our banking services, we can give them especially valuable aid in steering clear of the many "gold-brick" propositions that are proposed to them by mail and otherwise.

Consult us freely for advice upon any proposition that is made to you.

#### THE FARMER MUST SLEEP ALL NIGHT.

If the farmer doesn't sleep well at night he cannot work well in the day. He will not sleep well at night if he is compelled to worry about his money.

He will have no need to worry about his money if it is deposited in the DeKalb Exchange Bank.

If it is in this bank it will be always safe and always ready for him. Besides that, he will be sure that he has a strong friend ready to help him and ready to give him good advice.

The farmer who wants to sleep well and to be always sure of the results of his labor, should become a customer of this bank.

He will always find here the "glad hand" and a pleasant welcome.

#### THE HARD-EARNED MONEY OF THE FARMER.

If you are farming for the money you can gain by farming, then you want to keep the money you gain by farming, in a safe place.

After you have worked hard for your money and after your crops have escaped all the risks of the weather and pestiferous insects, you should not take any further risks, but should make the proceeds of your crop safe and solid.

That's what you will do if you deposit your money in the DeKalb Exchange Bank.

It will always be safe here and always ready for you; and you will always have a friend, ready to give you assistance and valuable advice.

There is no reason why we should do business with farmers, unless we can be helpful to farmers. Our farmer customers will testify that we have been helpful to them. We want to be helpful to more of them.

## NO "BOOK TRUST" IN GERMANY.

A commercial battle of the books has just been fought out in Germany, with the same results as the contest recently settled here. The publishers of "König's Railway Time Tables," having learned that it was sold below the stated price of half a mark, sought to enjoin such sales as deliberately damaging to their business. In a lower court they obtained a verdict, but the decision was promptly reversed by the Supreme Court sitting at Leipzig. The judges held that to grant to publishers the right of fixing the retail rate, after books had passed out of their hands, would be to invest that trade with a privilege possessed by no other. A natural extension of the principle of price regulation would virtually abolish the second-hand book trade, so far as it dealt with current books. Hence, any prohibition of sale below a certain price was judged to be of no legal effect. The case, it will be recalled, is exactly parallel to the suit between an association of American publishers and a cut-rate book department in one of the great stores, and the decisions in law are identical.—*New York Post*.

## Advertisements.

*Advertisements in "Printers' Ink" cost twenty cents a line or forty cents a line, insertion for insertion. \$4.00 a line per page. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.*

WANTS.

**A** LL-ROUND photo-engraver wanted for newspaper work. "J. C. M.," care Printers' Ink.

**Y**OUNG MEN—Learn Show Card Lettering and Designing; it's a money-maker; samples free. THOMPSON SCHOOL, Pontiac, Mich.

**A** NYXIOUS for a change in location? We can help you to a good position in any locality desired. Write us to-day. RAPGOODS, 365 Broadway, N. Y.

**T**HE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**A**DVERTISING SOLICITOR WANTED on technical journal in New York. Must be young man of energy and good references. Address "PERMANENT," care Printers' Ink.

**A**DVERTISING make-up man, with experience on two of the leading magazines, desires a similar position. Is accurate, reliable, systematic and a hard worker. "RELIABLE," P. I.

**O**PEN for next year as advertising manager or assistant. Can do the work and give best references. Newspaper work preferred. Address "SOLICITOR," 58 North High Street, Columbia, Tenn.

**N**EWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

**W**ILL buy *Printers' Ink*, Volume 44 (1900), Number 5; Volume 47 (1903), Number 6; Volume 48 (1904), Number 4; Volume 49 (1904), Numbers 1, 2, 3 and 4; Volume 53 (1905), Number 6. CHARLES ARONSTEIN, 1789 Broadway, New York.

## RARE OPPORTUNITY

**R** to secure the services of one of the best advertising men in this country, providing there is chance to get a financial interest in publication. Capable of taking entire charge of business end. "G. A. I." Printers' Ink.

**"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY** should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

**WANTED** Clerks and others with common school education only, who wish to qualify for ready positions at \$6.00 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5.00, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

**Y**OUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of *Printers' Ink*, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. *Printers' Ink* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## POWELL GRADUATE

with natural gifts as observer and writer, highly developed analytical and imaginative power, a willing and earnest worker, is desirous of obtaining position at once, either as ad manager with manufacturing concern, advertiser in department store, or on the copy staff of progressive advertising agency—in any capacity anywhere, where opportunities for good, hard work are abundant and conscientious effort is appreciated. Question of salary immaterial at the moment. Address "READY," care Printers' Ink.

**I** WANT AN ASSISTANT. I have a place in my department for a young man who understands printing and who has had some experience in the preparation of copy for Bulletins to be sent to members of a selling force. His principal duties will be to supervise the work of three or four other employees and to act in the capacity of office censor. He has an opportunity to create for himself a first-class position both financially and in the eyes of the advertising world. There is a lot for him to learn that, no matter how good he is today, will not be known when he comes to me. His salary to start will be based on his value to my department. I wish applicants to send me samples of the work they have done, a list of references, state the lowest salary they will take. I will return all papers if postage is inclosed. E. S. LEWIS, 131 Lothrop Avenue, Detroit, Mich.

## ADVERTISING STENOGRAPHER

I am able to handle the stenographic work of any office. My experience in advertising will make my assistance desirable in an advertising office. Indicate an interest and I will be glad to keep an appointment. Communicate with

**THEODORE W. DAVIS,**  
530 Laurel St., Reading, Pa.

## PHOTO-ENGRAVING.

**PHOTO-ENGRAVERS**, Designers, price list and samples sent on request. STANDARD ENGRAVING CO., New York.

## PATENTS.

## PATENTS that PROTECT

Our 3 books for inventors mailed on receipt  
of 6 cts. stamps. R. S. & A. B. LACEY,  
Washington, D. C. Estab. 1869.

**S**HEPHERD & PARKER,  
Solicitors of Patents and Trade Marks,  
503 Dietz Bldg., Washington, D. C.  
Highest references from prominent manufacturers.  
Hand book for inventors sent upon request.

## DIRECTORY OF NOVELTY MANUFACTURERS.

**A**GENTS wanted to sell ad novelties, 25¢ com.  
3 samples, 10¢ J. C. KENYON, Owego, N. Y.

**C**ELLULOID and Metal Buttons, Advertising  
Novelties, Badges, largest assortment, lowest  
prices. Samples sent. JAMES HENDERSON, Room  
1804-150 Nassau St., N. Y. Phone 4883, Beekman.

**W**RITE for sample and price new combination  
Kitchen Hook and Bill File. Keeps your ad  
before the housewife and business man. THE  
WHITEHEAD & HOAG CO., Newark, N. J.  
Branches in all large cities.

**F**OR live advertising novelties, specialties,  
business souvenirs, calendars, signs, read  
THE NOVELTY NEWS, official organ of the manufacturers.  
Full of suggestions. Illustrated. 50¢.  
a year. 1734 Washington St., Chicago.

**W**E want to know every Advertising  
Manager in the United States and we  
want every Advertising Manager to know  
us. We make METAL NOVELTIES for ad-  
vertisers. You want us; we want you. Drop  
us a line on the letter head of your Company  
and we will send you a handsome souvenir.

**S. D. CHILDS & COMPANY,**  
Who Make ART-NOVELTIES for Advertisers,  
200 Clark Street,  
CHICAGO.

## PRINTERS.

**P**PRINTERS. Write R. CARLETON, Omaha,  
Nebr., for copyright ledge cut catalogue.

**W**e print catalogues, booklets, circulars, adv.  
matter all kinds. Write for prices. THE  
BLAIR PTG. CO., 514 Main St., Cincinnati, O.

## COIN CARDS.

**83** PER 1,000. Less for more; any printing.  
THE COIN WRAPPER CO., Detroit, Mich.

## PRESS CLIPPING BUREAU.

**S**OUTHWEST PRESS CLIPPING BUREAU,  
Topeka, Kan., covers only Kan., Mo., Ark.,  
Tex., O. T. and I. T.

## TO ADVERTISERS.

**L**ET US DISTRIBUTE your advertising matter.  
We have an organization that enables us to  
cover any territory and reach any class of people.  
Through reliable Distributors located throughout  
the United States and Canada we can dis-  
tribute your matter more effectively and for  
less than any other organization.  
OUR DISTRIBUTOR'S DIRECTORY mailed free  
to Advertisers, desiring to make contracts direct  
with our Distributors. We Guarantee Good  
Service. References—Bradstreet's NATIONAL  
DISTRIBUTING CO., 700 Oakland Bank Building,  
Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNI-  
TIES.

**M**ONTHLY Trade Paper,  
4,000 circulation,  
\$15,000 gross business,  
\$10,000 profit to owner,  
Personal return for selling,  
\$12,000 cash will buy it.  
This is an unusual opportunity.  
EMERSON P. HARRIS,  
Broker in Publishing Property,  
255 Broadway, New York.

## ADVERTISING MEDIA.

**30** Word ad three months and year's sub-  
scription, only 25 cents. THE UNION  
FLAG, Dept. 2, North Wilkesboro, N. C.

**E**LEVEN physicians are getting rich in Troy,  
Ohio. The RECORD, only daily, is read by  
70 per cent of their victims. High-class medical  
propositions accepted. Minimum rate, 4¢. plates

30,000  
OKLAHOMA FARMERS

Farm by and buy by the  
**Oklahoma Farm Journal**  
(On the Roll of Honor)

OKLAHOMA CITY, OKLAHOMA

## ADWRITING.

**F**OR GOOD HOLIDAY ADS, write me. R. E.  
GRANDFIELD, Fall River, Mass.

## PAPER.

**B**ASSETT & SUTPHIN,  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect.  
Write for high-grade catalogues.

ADDRESSING MACHINES AND FAC-  
SIMILE TYPEWRITERS.

**A**UTO-ADRESSER—An office machine that  
saves 90 per cent. Besides selling the  
"AUTO-ADRESSER," we make an IMITATION  
TYPEWRITTEN LETTER and fill in the address  
so that it cannot be distinguished from the real.  
We do wrapping, folding, sealing, mailing, etc.  
Ask us.

**AUTO-ADRESSER**, 310 Broadway, N. Y.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and  
quickest. Price \$12. F. J. VALENTINE,  
Mfr., 178 Vermont St., Buffalo, N. Y.

## HALF-TONES.

**N**EWSPAPER HALF-TONES,  
2x3, 75¢; 3x4, \$1; 4x5, \$1.60.  
Delivered when cash accompanies the order.  
Sent for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**H**ALF-TONE or line productions, 10 square  
inches or smaller, delivered prepaid. 75¢;  
6 or more, 50¢ each. Cast with order. All  
newspaper screens. Service day and night.  
Write for circulars. References furnished.  
Newspaper process-engraver. P. O. Box 45,  
Philadelphia, Pa.

## COIN MAILER.

**82** 60 PER 1,000. For 6 co's \$3. Any printing.  
ACME COIN CARRIER CO., Burlington, Ia.

## SUPPLIES.

**W**. D. WILSON PRINTING INK CO., Limited,  
of 17 Spruce St., New York, sell more mag-  
azine cut inks than any other ink house in  
the trade.

Special prices to cash buyers.

**P**ASTE for shipping labels, mailing wrappers  
trunk linings, cigar box labels and all  
other purposes. Bernard's Cold Water Paste is  
positively best. Virginia-Carolina Chemical Co.  
use it exclusively in 16 factories. Sample free.  
CHAS. BERNARD. Tribune Building, Chicago.

## DIRECTORIES.

**N**EWEST Directory of cigar and tobacco  
manufacturers, leaf tobacco dealers, etc.  
Price \$3. TOBACCO LEAF PUBLISHING CO.,  
88 Beaver St., New York.

## FOR SALE.

**Eastern Poultry Paper For Sale**

One of the best-known Poultry Journals in the Eastern States will be sold at a sacrifice, as the owner has other business and cannot attend to it properly. Address "R. E. C.," Printers' Ink.

**FOR SALE**—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 12,000 population: doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write C. A. McCOY, Lake Charles, La.

**"Our New Telephone Cards"**

Size 5½x16, with spaces for 30 of the most important calls—New and Unique Designs. Printed in four colors on white enameled board, make a Permanent Advertisement, as every Telephone Subscriber receiving one will keep and use it. We furnish these cards complete, Eyeleted, with your Advertisement neatly printed. Sample free. Special prices to Printers and Novelty Dealers prepared to solicit orders and do their own printing. THE CURTISS-WAY CO., 165 Pratt St., Meriden, Conn.

## CARD INDEX SUPPLIES.

**G**ET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY  
707-709 Arch St., Philadelphia, Pa.

## PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 35th issue now ready; free; S. F. MEYER CO., 47w. and 49 Maiden Lane, N. Y.

## ADVERTISEMENT CONSTRUCTORS.

**I**f you were to write for a lot of samples of my work and look them over at your leisure, they might perhaps set you to "wondering if—," etc.

At any rate, I would be pleased to send you a lot to see how they impressed you, and when I tell you that most of my best clients have been captured by such samples, is it any wonder that I seek to get them into the hands of believers in really vital publicity?

I make Circulars, Folders, Price Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.

No postal cards, please.  
No. 73, FRANCIS I. MAULE, 402 Sansom St., Phila.

## ADVERTISING AGENCIES.

**D.** A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**H.** W. KASTOR & SONS' ADVERTISING COMPANY. Laclede Building, St. Louis, Mo.

**THE IRELAND ADVERTISING AGENCY.** Write for *Different Kind* Advertising Service. 925 Chestnut Street, Philadelphia.

**A**LBERT FRANK & CO., 26 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**A** SCORE of successful advertisers are using me as their Advertising Manager. By my copyrighted plan I can render quick, efficient service anywhere. Tell me about how much advertising you do and I will state my proposition and price. F. L. KLINE, 607 Elliott Square, Buffalo, New York. Long Distance Phone Bell, 3643-R. Seneca.

## ADDRESSES FOR SALE.

**TAXPAYERS** with 1906 assessments. Guy Richardson, Boston.

## BOOKLETS.

**O**NE THOUSAND EIGHT-PAGE AND COVER BOOKLETS, \$12. Address or call, MAGNET PRESS, 1265 Broadway, New York.

## MULTI-TYPEWRITING.

**M**ULTI-TYPEWRITING. In planning your 1907 campaign figure with us on personal letters. They're real. ROGERS & CO., 149 Jefferson Ave., Detroit, Mich.

## MISCELLANEOUS.

**GREAT BIG MAIL FREE.**

**Y**OUR NAME and address PRINTED in the local buyers' directory 10,000 times and sent to 16,000 firms all over the world so they can send you mail. Free Samples. Books. Catalogues. Magazines, etc., etc. Have satisfied 260,000 patrons. Send 20c. at once to be in 1907 BIG issue and get a BIG MAIL FREE.

**ALLEN, The Mail Man,**  
Dept. E 10, Kennedy, N. Y.

## MAIL-ORDER BUSINESS.

**I HAVE A SCHEME**

for selling goods by mail which will make you a fortune. Particulars free. CO-OPERATIVE MAIL ORDER HOUSE, Box 215, Morton Park, Ill.

## CATCH PHRASES.

**S**TART YOUR ADS *RIGHT*—For 25c. you can buy 150 Catch Phrases that will help you. ARLINGTON HOUCK, 125 Front St., N. Y. City.

## CARDS.

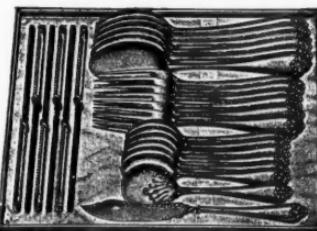
**C**OIN Carrier—The 20th Century is a repeater, the best made. Ask for samples and prices. Scott-Muler Co., 71 N. N. Jersey St., Indianapolis.

**Increase Your Sales**

## USE

**Silverware  
for Premiums**

**SPECIAL QUALITIES,  
PATTERNS, PRICES.**



**International Silver Co.**

Factory "C,"  
Bridgeport, Conn.

# 4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

## NONE TOO HARD.

I may not be as hard to please as some people, but I find your inks *work easier, give brighter colors and go just as far as any ink I ever bought* at three to five times the price.

W. A. STARNAVAN,  
Berlin, Ont.

It matters not how hard a man may be to please, I am always ready and willing to give him what he wants. Sometimes I strike problems which keep me guessing, but in my thirteen years matching inks, I have never known the word failure. Of course there have been times (not many) when success was not mine on the first attempt, but if given a second chance I never failed to make good. When the purchaser feels that he is dissatisfied with his bargain, his money is refunded immediately also the transportation charges. Send for my sample book containing one hundred and twenty-five specimens of my best selling inks.

ADDRESS

**PRINTERS INK JONSON**

17 Spruce Street,

NEW YORK

## COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 33 UNION SQUARE, N.Y.  
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:  
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHEridge.

The not easily deciphered title of the advertisement marked No. 1 is "Casts a shadow from them all." This undoubtedly means something and the illustration of which it forms an indistinct part probably has a meaning also. Just what it is all about, however, is not clear, and it is doubtful if anybody whose time is worth while took the trouble to try and



A suburban home lighted by a Sunlight "Omega" Acetylene Generator is the envy of city folks, because they can't get the same illumination from gas or electricity.

As light is an important necessity, let us show you how easy and cheap it is to equip your home with a pipe delivered gas, dispensing with the danger and annoyance of cleaning dirty oil lamps.

Send for catalogus D

**The Sunlight Gas Machine Co.**  
47 Warren Street, New York City

**N<sup>o</sup> 1**

find out about it. For the purposes of this advertiser it would seem that an illustration like No. 2 would be more illuminating and therefore more useful.

\* \* \*

The "Best" Light, according to this little advertisement, is used all over the world. At either end there is a picture, one being entitled "The Best Light in India" and the other "The Best Light in China." There are no lights in the pictures so far as can be seen, and no indication or evidence of

any light except daylight, which, when you come to think of it, is probably the best light in both India and China. If the "Best" Light is used in an Indian Temple



**N<sup>o</sup> 2**

or a Chinese Joss House, that fact would make a mighty good story and is entitled to an adequate and interesting picture. This sort of thing, however, conveys no



real meaning and makes no impression.

\* \* \*

Here is an engine advertisement occupying a full page in a December magazine. It necessarily suffers greatly in the reproduction, but in its original form it was a very strong and striking ad-

vertisement. The dangers of using the left-hand corner is too small white on black have often been pointed out in this department, but here is an instance in which it was done with good results. These results are possible on account of the size of the advertisement, the

to mean anything or present any attractive feature whatever. This advertisement needs, first, a clear, clean, inviting picture of the bottle; then an illustration large enough and artistic enough to be attractive, and finally a better type arrangement. The story it tells is a good one and deserves to be dressed up in better clothes.

simplicity of the illustration and the lack of confusing detail, or too much lettering. A word or two, or a simple picture, will stand out boldly against a background of black, but those are about the limits of the usefulness of this form of illustration or designing.

\* \* \*

The Pleasant Valley Wine Company could do better than this. The picture of the bottle is

bad and looks as if it were filled with ink. The little picture up in

#### FROM CONSUMER TO DEALER.

There are two ways of bringing a product to the notice of the general public or the users of your product—by direct advertising to the consumer and delivering goods direct, or by advertising direct to the consumer and supplying the goods through the retail dealer. Many firms began by supplying their product direct to the consumer and afterwards changed to supplying through the dealers. After the "demand" was established it was easy to change to supplying the dealer, thereby getting him interested in keeping up the "demand."

The W. L. Douglas Shoe Co. and the Ostermoor Mattress Co. began in this way, and now have changed to supplying the dealer, but still keep their articles prominently before the notice of the general public, in order to maintain the demand already created.

The Gillette Safety Razor is another article for which demand was first created among consumers, until the razor was being sold direct to consumers at the rate of several hundred thousand a year. The business was then easily transferred to the dealers, and now one can buy the Gillette Razor anywhere. The manager of the Gillette Co., speaking of the plan, says:

"We started out to create the public demand; the demand which we created brought inquiries from the dealers and after that we secured the jobbers. From a few razors a month we have progressed to upwards of one thousand a day. We spent \$150,000 last year in advertising, and will spend about \$250,000 before the end of this year. The dealers come to us."

"We didn't employ a traveling salesman until the business was fully established, and then a salesman was employed only for personal interviews. All our business was built up through publicity."—Edward C. Barroll, in *Judicious Advertising*.

#### ESTIMATES.

More than \$300,000,000 is probably not an extreme total for the aggregate advertising expenditure in the United States in 1905. Of this it is estimated that \$145,000,000 went to newspapers and magazines alone. Posters, handbills, street-car signs, illustrated booklets, electric signs and kindred methods consumed the difference in these amounts.—*Publishers' Commercial Union*.

## READY-MADE ADVERTISEMENTS.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Perhaps at no other time of the year do people give the careful attention to advertisements that they are giving right now, and at no other time will really helpful suggestions be so thoroughly appreciated or so readily responded to. Remember this in framing up your Christmas ads—do your readers' thinking as far as possible by suggesting the right gifts for all sorts and conditions of people—and for all degrees of relationship. It may be stale to say "For Mother," "For Father" and so on down the line, but that is just what a lot of people are looking for, and it will pay you to give them what they want. And, unless you are selling to the few to whom the price is no object, and to them exclusively, by all means print prices, for that's another help that most people need in their Christmas buying.

The Crown Bank of Canada, Toronto, to whose advertising I referred sometime ago is now sending out a series of handsome mailing cards bearing half-tone reproductions of the bank's different departments and appropriate quotations, most of them shorter but none stronger than this one from a book by Elbert Hubbard:

"I have been wage-earner, foreman, and employer. I have had a thousand men on my pay-roll at a time, and I'll tell you this: The man with the Savings Bank Habit is the one who never gets laid off; he's the one who can get along without you, but you cannot get along without him. The Savings Bank Habit means sound sleep, good digestion, cool judgment, and manly independence. The most healthful thing I know of is a Savings Bank Book,—there are no microbes in it to steal away your peace of mind. It is a guarantee of good behavior."

These cards, as well as the ads mentioned in a previous issue, are the work of Mrs. E. B. B. Reesor, the advertising manager and manager of the women's depart-

ment, to which this bank gives rather unusual attention.

*A Pen Picture of the Goods. From the Halifax (N. S.) Daily Echo.*

### Here's a Boot For All Men— All Weathers.

Heavier boots are in order now and we're ready for you. Your attention, please, to this "Doctor's Special." Examine it closely—feel the soft, thick, pliable Box Calf of which it's made—look at the heavy sole, double from toe to heel and viscolized, thus waterproof—observe the sturdy stitching and leather lining.

Verily, this is an honest boot, built to bear the brunt of much walking in all weathers, yet handsome enough for the careful dresser. \$5.50 is the price—you'll be sorry if you don't buy a pair and be glad if you do.

**REDDEN'S SATISFACTION SHOE STORE,**  
Cor. Sackville and Barrington Streets,  
Halifax, N. S.

*Are People Looking for "Quantity" in Medicines? From the Bangor (Me.) Daily Commercial.*

### Colds Cured For 25 Cents.

There's a speedy and sure cure for your cold in a 25-cent bottle of Lee's Liniment. Rub some of the Liniment thoroughly over throat and lungs; dilute some of it and use it as a gargle. You'll be surprised to see how soon the cold will lose its grip, and be permanently banished.

If you're looking for Quantity, remember you get four ounces of Lee's Liniment for 25 cents, although only two and one-half ounces of any other.

**CALDWELL SWEET,**  
Proprietor,  
26 Main St., Bangor Me.

## THE CAPITAL PRINTING COMPANY.

(Incorporated)

Publisher Daily and Weekly *Capital*.

(SOUTH) McALESTER, I. T.

*Editor Ready Made Department:*

Herewith we inclose copy of an advertisement for comment or criticism in your pages if you deem it worthy. The ad was set up in the ordinary strenuous course of daily newspaper composition and occupied not to exceed an hour and a half of the compositor's time. Yours truly,

CAPITAL PRINTING COMPANY,

By H. T. Kyle, Bus. Mgr.

From a typographical standpoint, the ad isn't so bad, though I can see no excuse for the heavy rule at each side of the word "Prices." Otherwise, I don't like the ad a little bit, which of course is not necessarily fatal to it. If I had all that space (5½ inches by 6 columns) and only five different priced coats to advertise, I would sacrifice some of that unnecessary display and give a little space to the printing of definite talk about the coats. Price is mighty in retail advertising, especially a cut price, but people want to know something about the goods as well.

The ad below, from the same paper, the McAlester *Daily Capital*, is a rare sort in that it gives away the cost mark, which combines a despairing cry and an example of elaborated spelling. There is no question but that this apparent, and no doubt genuine frankness as to costs will make the right impression; but it seems hardly fair to the reader to assume that he knows what "The Daylight Store" sells and where it is located. It is quite possible that in some cases he has never heard of the store. It wouldn't have cost any more to have given some information about it. The printing of the cost mark is by no means proof that the goods are

being sold at cost, though they probably are.

After this sale "The Daylight Store" will no doubt deem it advisable to adopt a new cost mark and I take pleasure in suggesting two, both free from errors in spelling and lamentation:

BUY THIS ONE R  
123 4567 890 Repeat  
BINGHAMTON R  
1234567890 Repeat

## STILL SELLING—FAST AND FURIOUS.

Here is our cost mark:  
GOD HEALP US R  
123 45678 90 Repeat

The Big Cost Sale at The Daylight Store

*Helpful Suggestions. From the Philadelphia Bulletin.*

## Table Sets for Christmas Gifts

embracing one dozen Tumbler D'Oyleys, one dozen Plate D'Oyleys, and Center Piece.

In embroidered linen, from \$6.75 to \$118.

In lace and linen, from \$17.75 to \$225.

Bureau scarfs, sideboard covers, and table center pieces in Madeira, embroidered lace and linen and embroidered Linen.

Fancy novelties, cushions, mats, leather table pieces, white embroidered and fancy sofa cushions, pin cushions, sachets, work bags and purses.

J. B. SHEPPARD & SONS,  
1008 Chestnut Street,  
Philadelphia, Pa.

*An Interesting Proposition. From the Atlantic City (N. J.) Evening Union.*

## We Draw Wills

and make no charge for the same when this company is named as executor.

It will be a pleasure to have you call and let us explain the many advantages resulting from naming this company as the conservator of your estate after your death.

Capital paid in \$600,000.  
Surplus \$226,000.

GUARANTEE TRUST CO.,  
Bartlett Building,  
Atlantic City, N. J.

THE BLAINE-THOMPSON Co.,  
Advertising.

CINCINNATI, Ohio.

*Editor Ready Made Department:*

I inclose you an ad of my construction. The Blaine-Thompson Company put out for the Bell Telephone Company this week.

What do you think of it?

Very truly yours,  
REN MULFORD, JR.,  
Chief of Copy Department.

The ad inclosed, reproduced below, is useful chiefly, I should say, in suggesting another service which may be performed by the telephone—in showing its wide general usefulness. I doubt, however, that people will think of making 'phone appointments with the barber as they do with the dentist or the doctor, even after it has been suggested; and it is equally doubtful if the barber will take kindly to a suggestion that will lead customers to make appointments by 'phone, which they may not keep, but which may force him to tie up an empty chair and disappoint equally good customers who must await the convenience of the 'phoning customer. It has been my experience that the only rule that is religiously followed in a barber shop is, "First come, first served." The suggestions in the lower half of the ad are thoroughly practical and in them, I believe, lies the real argument for the installation of the telephone in barber shops.

HAS YOUR BARBER A PHONE?

Honest Injun, we ask the question in all seriousness.

Why shouldn't you want to be shaved by appointment?

More good time is murdered in barber shops than in nearly all other places on earth.

How many times have you waited for the call of "Next!" before they put the lather on you?

People use the telephone to make appointments with their doctors, their lawyers and their dentists.

Why? Because they don't want to waste time.

Try Shaving By Phone.  
The successful barber of the future

will be the one who will take the advanced step to help his patrons save moments that are now lost—moments that can be turned to profitable advantage.

We've an idea we could help a few barbers in pushing this good, sensible, time-saving idea along.

A phone in a barber shop is of vast assistance to patrons who drop in and find "a full house." It enables them to get in immediate touch with other people who may be waiting for them. Ask the Contract Department.

THE BELL TELEPHONE CO.,  
314 Vine Street,  
Cincinnati, Ohio.

*The Security Argument for a Bank.*

Ignorance of the convenience and safety of a bank account may some day prove expensive to you.

The burglar and pickpocket are always on the lookout for possible victims, and your turn may be next.

Why not open an account with us, pay your bills by check and feel that the safety of your money is guaranteed?

NATIONAL HOWARD  
BANK,  
Howard and Fayette Sts.,  
Baltimore Md.

*Clothes to Match the Boy. From the Reading (Pa.) Eagle.*

### Strong School Suits for Strong School Boys.

That romping boy of yours is sure to go kicking around and you know he will be hard on his clothes.

We have been preparing for the needs of the strong, romping boy with boys' clothes that will stand the strain.

As always, headquarters for Boys' School Suits.

From \$1.90 upwards, strong School Suits for strong boys.

Fall suitings for men now on exhibition on second floor.

LEINBACH & BRO.,  
Reading's Leading Clothiers,  
Eighth and Penn Sts.,  
Reading, Pa.

*An Unusually Good Harness Ad.  
From the Houston (Tex.) Post.*

## The Harness Trade

of this city is practically in our hands, because of the great advantage people secure in buying from our stock.

This is a strong statement, but it is backed by facts. Our immense stock, spot cash quantity purchases, representative goods—prices so low as to be losing ones for a regular harness store—all these testify to our leadership. Investigate and you will find that our statements are not overdrawn.

A regular \$16 and \$18 harness at \$12.50.

MOSEHART & KELLER COMPANY,  
Cor. Franklin and Caroline  
Streets,  
Houston, Tex.

*Just What the Headline Says. From the Albany (N. Y.) Evening Journal.*

## Coal Sense— No. 35.

What is it that you look for in your coal dealer?

Prompt delivery? I can absolutely guarantee that because my yards have a combined storage capacity of 9,000 tons (by far the largest of any retail dealer's in the city) and thus I can insure you against delay even in strike time.

Carefully screened coal? My sheds are equipped with movable screens and thus my coal is as free as possible from dust, for which the consumer has to pay.

Full weight? Nothing else was ever sent out from my yards.

These, I know, are merely statements. If you want proof, ask any of my customers or give me one trial order.

I am satisfying a lot of people, and I know I can satisfy you. Won't you call up 827, either 'phone, give me a trial order, and make me prove it?

J. T. D. BLACKBURN,  
108 N. Pearl Street,  
Albany, N. Y.

*Another Christmas Ad.*

## Christmas Presents.

There's no place in Philadelphia that offers you the opportunities of satisfactory selection so quickly as Evans's. The Gift Room is a confusion of oddments in eye-catching wares of every conceivable shape, color and pattern effect, from 10c. to \$50. Daintily tinted china rules favorite. Squatty jugs and vases, brasses, antique earthenware and the quaintest of old world pottery in profusion. Even a thousand different steins from the Fatherland command instant attention.

Every article plainly price-tagged.

GET IT AT EVANS'S,  
Seventeenth and Chestnut,  
Philadelphia, Pa.

*"Think of Two Garments at the Price of One," But What Is That Pruef Otherwise a Good Ad. From the Norfolk (Va.) Virginian-Pilot.*

## A Raincoat— Overcoat Economy.

"Two Garments in One" is the true term applied to the season's latest, the Raincoat-Overcoat. When it's on your back you're ready for a driving rainstorm or laughing weather.

It's Cravennetted, you know, by the famous Priestley Waterproofing process, which makes it impervious to water, and it's styled just like the smartest overcoat that a custom tailor will fashion for you.

Think of two garments for the price of one. No matter what your style preference, we have it. Single and double-breasted, form-fitting or any of the many smart and clever styles of the season.

CHAPMAN & M'DERMIN,  
Outfitters to Men,  
92 Granby St., Opposite  
Monticello Hotel,  
Norfolk, Va.